



**The Bloomin' News** is published by the Los Angeles Flower Market (American Florists' Exchange) around the first of every other month (January, March, May, July, September and November) and sent by U.S. Postal Service to thousands\* of subscribers, most in the Los Angeles metro area, including retail florists, event planners, flower growers, wholesalers and suppliers and national associations. In print almost continuously since October 1949, this popular newsmagazine is shared and retained by its recipients for its local and industry news and helpful information. It is also available as a PDF download at: [www.BloominNews.com](http://www.BloominNews.com). We invite you to consider our low rates and the ease of reaching the powerful Southern California market.

<b>Advertising Rates and Dimensions</b>	*Every two months, The popular <i>Bloomin' News</i> floral industry publication reaches more than 5,000 Southern California florists, wholesalers, growers and suppliers!		
SIZE / DIMENSIONS / BLEEDS	PER AD	CONTRACT RATE (SIX ADS)*	TOTAL ANNUAL CONTRACT
<b>Classified Ad</b> (if space available)	80.00	70.00	360.00
<b>1 / 4 Page</b> – 3.45"W x 4.30"H	175.00	150.00	900.00
<b>1 / 2 Page</b> – 7.25"W x 4.30" H	400.00	350.00	2,100.00
<b>Full Page</b> 7.5"W x 10"H (text area); plus 1/8" bleed if desired (8.75" x 11.25"). Keep text 1/4" from trim line.	600.00	525.00	3,150.00
<b>Inside Front Cover</b> 7.5"W x 10"H (text area) plus 1/8" bleed if desired (8.75" x 11.25"). Keep text 1/4" from trim line.	800.00	725.00	4,350.00
<b>Inside Back Cover</b> 7.5"W x 10"H (text area) plus 1/8" bleed if desired (8.75" x 11.25"). Keep text 1/4" from trim line.	700.00	625.00	3,750.00
<b>Back Page</b> (3/4 Page) ( <u>Not available at this time</u> ) 8.5"W x 7.35"H (text area) plus 1/8" bleed if desired (7.5" x 7"). Keep text 1/4" from trim line.	800.00	725.00	4,350.00
Rates are based on customer provided electronic artwork or text. An annual contract affords the advertiser a substantial discount. Ads are invoiced by the Los Angeles Flower Market of the American Florists Exchange, LTD. within 30 days <u>after publication and payment is due within 10 days of receipt of invoice</u> . Design charges are extra. Late payers will be dropped without notice. <b>Ads may be in full color at no extra cost.</b> Visit <a href="http://www.bloominnews.com">www.bloominnews.com</a> or contact us for more information. FTP upload is available for your ad materials.			

**Closing date to reserve your advertising space:** Fifteenth of the month which is two months before publication. (Example: To reserve space for the March issue, contact us by January 15.)

**Deadline to submit material for Bloomin' News artist to design your ad:** Twentieth of the month two months before publication. (Example: Send your text/photos for March by January 20.)

**Deadline for prepared, ready-for-publication, finished advertisement:** The twenty-fifth day of the month which is two months before publication. (Example: Send us an ad for March by January 25.)

### **EDITORIAL, ADVERTISING, INQUIRIES, NEWS, ADVERTISING MATERIALS:**

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