



The Bloomin' News is published by the Los Angeles Flower Market (American Florists' Exchange) at the first of every other month (January, March, May, July, September and November) and sent by U.S. Postal Service to 5,000 subscribers. It is also available at the Los Angeles Flower Market and many floral design events. Our subscriber list is comprised of retail florists/designers in the Los Angeles metropolitan area and also includes a large group of event and wedding planners, flower growers, wholesalers, suppliers and floral and horticultural associations. In print almost continuously since October 1949, this popular newsmagazine is retained and shared by recipients for its local and industry news and ideas. Additionally, we contact several hundred subscribers by email when the newsmagazine is posted at www.bloominnews.com. Consider our low rates and the ease of reaching this powerful Southern California market:

Advertising Rates & Dimensions			
SIZE / DIMENSIONS / BLEEDS	PER AD	CONTRACT RATE (SIX ADS)*	TOTAL ANNUAL CONTRACT
Classified Ad (if space is available)	80.00	70.00	360.00
1 / 4 Page – 3.375 "W x 4.375 "H	175.00	150.00	900.00
1 / 2 Page – 7.00"W x 4.375" H	400.00	350.00	2,100.00
Full Page 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
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Inside Back Cover (Not available at this time) 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
Back Page (3/4 Page) (Not available at this time) 8.0"W x 7.0"H (text area) plus 1/8" bleed if desired (8.625"W x 7.5"H). 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 a substantial discount. Ads are invoiced by Los Angeles Flower Market of the American Florists Exchange, LTD. within 30 days **after** publication. Payment is due **within 10 days of receipt** of invoice. Design charges are extra. Late payers may be dropped without notice. **Ads may be in full color at no additional cost.** Visit www.bloominnews.com or contact us for more information. FTP upload is available for your ad materials if needed.

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 approximately six weeks 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 approx. five weeks before publication. (Example: Send print-ready ad for March by January 25.)

INQUIRE – OR SUBMIT STORIES, NEWS & ADVERTISING MATERIALS:

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