

For more information contact:
advertising@superfloralretailing.com
800-355-8086

display ads per issue

| ad size | 1x | 3x | 6x | 12x |
|-----------|---------|---------|---------|---------|
| full page | \$3,555 | \$3,275 | \$3,160 | \$2,835 |
| 2/3 page | 2,955 | 2,730 | 2,680 | 2,390 |
| 1/2 page | 2,185 | 2,130 | 2,070 | 1,845 |
| 1/3 page | 1,415 | 1,360 | 1,310 | 1,240 |
| 1/6 page | 1,055 | 1,025 | 970 | 910 |

classified rates per issue

| ad size | 3 months | 6 months | 12 months |
|---------|----------|----------|-----------|
| 3" | \$205 | \$195 | \$190 |
| 2 1/2" | 170 | 165 | 160 |
| 2" | 145 | 140 | 135 |
| 1 1/2" | 110 | 105 | 100 |
| 1" | 85 | 80 | 75 |
| 1/2" | 60 | 60 | 60 |

CLASSIFIED AD SIZES

| | |
|--------|------------------|
| 3" | 24 lines of copy |
| 2 1/2" | 20 lines of copy |
| 2" | 16 lines of copy |
| 1 1/2" | 12 lines of copy |
| 1" | 8 lines of copy |
| 1/2" | 4 lines of copy |

Classified column width is 2 1/6"

New Accounts: The first ad placed by a new advertiser must be prepaid. After the first ad, credit terms are available upon approval of credit application.

Cancellations: A charge of 50% of the space cost, plus any applicable production costs, will be made for any advertising canceled after the deadline.

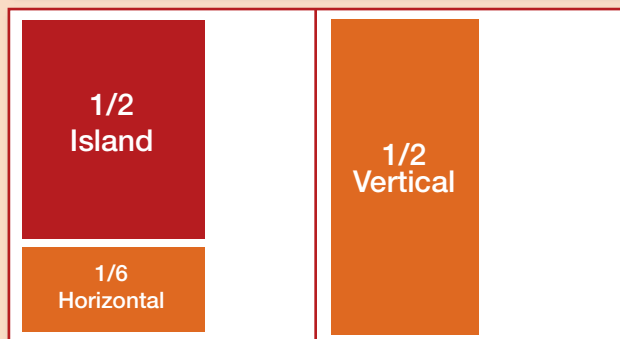
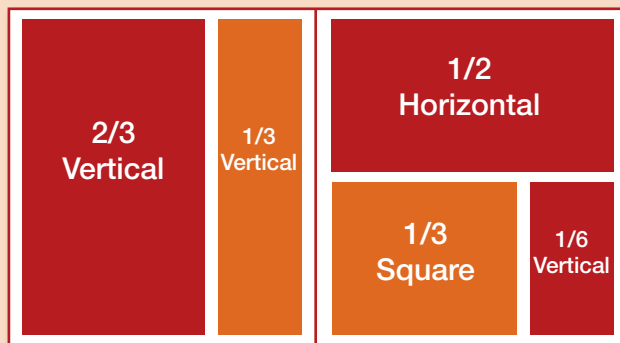
Additional Services:

Please call for price quotes on Inserts, Gatefolds, Posters, Reply Cards, Mini Catalogs and Post-it® Notes.

Contracts, space orders and ad materials should be addressed to:

Super Floral Retailing
Advertising Department
3300 SW Van Buren
Topeka, KS 66611-2588
advertising@superfloralretailing.com

ad dimensions



| AD SIZES | (width x height) |
|-------------------------|-------------------|
| Two-page Spread: | 15 3/4" x 10 7/8" |
| w/bleed: | 16" x 11 1/8" |
| Full Page: | 7 7/8" x 10 7/8" |
| w/bleed: | 8 1/8" x 11 1/8" |
| 2/3 Vertical: | 4 1/2" x 10" |
| 1/2 Horizontal: | 7" x 4 7/8" |
| 1/2 Vertical: | 3 5/16" x 10" |
| 1/2 Island: | 4 1/2" x 7 3/8" |
| 1/3 Square: | 4 1/2" x 4 7/8" |
| 1/3 Vertical: | 2 3/16" x 10" |
| 1/6 Horizontal: | 4 1/2" x 2 1/2" |
| 1/6 Vertical: | 2 3/16" x 4 7/8" |

Full-page ads: Content must fit in trimmed area 7 7/8" x 10 7/8". Include full 1/8" bleeds. To ensure important content does not get cut off, fit all text and images 1/4" inside trimmed area.

Additional mechanical specifications on separate enclosure.

Preferred programs include:

- QuarkXPress for Macintosh
- Adobe Photoshop CMYK TIFF, EPS or JPEG files at a resolution of 300 dpi
- Adobe Illustrator CMYK EPS files
- High-resolution PDF