

# classifieds

**now on-line**  
**Added Value: Two Ads—One Price**  
 (print and online)!

Receive **10% Off** when you run a classified ad in both magazines

## FLORISTS' REVIEW

### ADVERTISING CATEGORIES

- |                            |  |                         |
|----------------------------|--|-------------------------|
| Accessories/<br>Supplies   | Equipment<br>Fresh Product             | Plants<br>Refrigeration |
| Business Listings          | Gift Basket                            | Schools                 |
| Containers                 | Supplies                               | Wedding<br>Supplies     |
| Dried/Preserved<br>Product | Internet Services<br>Job Opportunities |                         |

[www.floristsreview.com](http://www.floristsreview.com)

## superfloral retailing

### ADVERTISING CATEGORIES

- |                            |                   |               |
|----------------------------|-------------------|---------------|
| Balloons                   | Fresh Product     | Plush         |
| Candles                    | Internet Services | Ready-mades   |
| Containers                 | Job Opportunities | Refrigeration |
| Dried/Preserved<br>Product | Packaging         | Supplies      |
| Fixtures                   | Plants            | Wedding       |

[www.superfloralretailing.com](http://www.superfloralretailing.com)

### CLASSIFIED AD RATES (PER ISSUE)

Size	3 months	6 months	12 months
3"	\$190	\$185	\$180
2 1/2"	160	155	150
2"	135	130	125
1 1/2"	100	95	90
1"	75	70	65
1/2"	50	50	50

### CLASSIFIED AD SIZES (30 CHARACTERS PER COPY LINE)

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

### 2007 CLOSING DEADLINES

July	May 17, 2007
August	June 20, 2007
September	July 19, 2007
October	August 20, 2007
November	September 18, 2007
December	October 17, 2007

### GUIDELINES

- Minimum order is three consecutive months.
- Copy changes are available after the third insertion.
- Copy and payment must be received before the deadlines to reserve space.
- We require prepayment on all classified ads. Please send payment, or call with your credit-card number.
- You have the option to submit an already created digital classified ad file, or have us create your ad by submitting text for placement.

**Submitted classified ad files:** File formats: QuarkXPress; flattened TIFF, EPS or JPEG files at a resolution of 300 dpi; or Adobe Illustrator EPS files. All files must be accompanied by PostScript screen and printer fonts, imported graphics and a laser print or digital proof.

Ads can be sent on CD-ROM, via FTP site or e-mailed to cpittman@floristsreview.com.

**Submitted classified ad text:** Please fill out the form below to have your classified created.

- FLORISTS' REVIEW  
 SUPER FLORAL RETAILING  
 BOTH PUBLICATIONS (10% DISCOUNT)

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Advertising Category \_\_\_\_\_

Months to Appear \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

**AD TEXT:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**FOR MORE INFORMATION, CONTACT:**  
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