

Reach Western New York's
Garden-Loving Community



Buffalo-Niagara
Gardening.com

Buffalo-NiagaraGardening.com (BNG) is the online magazine for gardeners and garden enthusiasts throughout Western New York, providing timely, practical information, inspiration, expert advice, and regional events.

Why advertise with BNG?

Reach an engaged audience

Connect with gardeners, homeowners, consumers, community leaders and people interested in improving their homes and communities.

Advertise when it matters most

Quarterly advertising lets you concentrate your marketing investment during the seasons most relevant to your business, products, services, events, or sales.

You don't have to be a garden business

BNG advertising is appropriate for businesses and organizations whose products and services appeal to Western New York consumers—from gardening and home improvement to retail, dining, travel, professional services, nonprofits, events and more.



BNG is published by Gardens Buffalo Niagara, a nonprofit 501(c)(3) organization with a mission of empowering vibrant, equitable, and environmentally sustainable communities by sharing gardens that inspire artistic, cultural and social connection. Proceeds from subscriptions and advertising support its commitment to advance garden culture and community throughout Western New York.

200,000+

Website visitors

10,000

E-newsletter subscribers

50%

Average e-newsletter open rate

30,000+

GBN social audience across
Facebook & Instagram

Focused on WNY

BNG's audience is concentrated
in the eight counties of WNY.

Maximum Visibility

Some BNG articles are reserved for
subscribers, but advertising is not.

ADVERTISING PLACEMENT	Q1 JAN-MAR	Q2 APR-JUN	Q3 JUL-SEP	Q4 OCT-DEC
Email Ad	\$150	\$200	\$200	\$150
Top Horizontal Web Ad	\$150	\$200	\$200	\$150
Bottom Horizontal Web Ad	\$130	\$180	\$180	\$130
Top Square Web Ad	\$120	\$170	\$170	\$120
Bottom Square Web Ad	\$100	\$150	\$150	\$100
Social Media Ad	\$50	\$50	\$50	\$50

MULTI-QUARTER SAVINGS

- 2 quarters — 5% savings
- 3 quarters — 10% savings
- 4 quarters — 20% savings
- Nonprofit organizations — 20% savings

NEED SOMETHING DIFFERENT?

Customized advertising plans can be developed around your marketing goals, budget and timing. These may combine multiple advertising placements or other opportunities. Contact aclark@gardensbuffaloniagara.com to discuss options.

DIGITAL AD SIZES AND PLACEMENTS

WEBSITE

Horizontal Web Ads

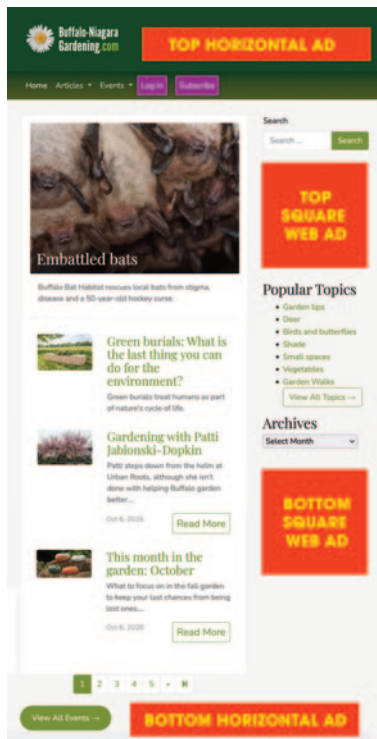
600 × 80 pixels @72dpi

- Top Horizontal Web Ad
- Bottom Horizontal Web Ad

Square Web Ads

220 × 220 pixels

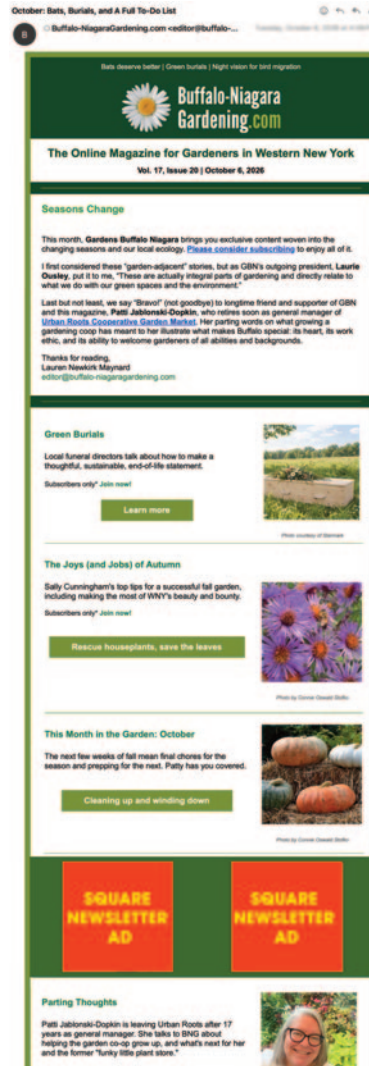
- Top Square Web Ad
- Bottom Square Web Ad



EMAIL NEWSLETTER

220 × 220 pixels

Appears within the BNG eNewsletter (10K emailed once a month) and links directly to the advertiser's selected webpage.



SOCIAL MEDIA

1080 × 1080 pixels

One ad distributed through the Facebook (12K) and Instagram (4K) channels of Gardens Buffalo Niagara.



HOW TO RESERVE AN AD

- 1. Choose your ad.** Select your preferred ad size, placement, and publication date.
- 2. Email Audrey Clark** at aclark@gardensbuffaloniagara.com at least one month in advance to reserve your space.
- 3. Receive an invoice.** An invoice will be emailed to you once your reservation is arranged.

PROMOTE MORE, REACH MORE!

Ask about combined advertising packages across our website, email newsletter, and social media channels. Reach local gardening enthusiasts and promote your upcoming sale, workshop, or special event.

Ad Publication Schedule

Q1: January 1–March 31

Q2: April 1–June 30

Q3: July 1–September 30

Q4: October 1–December 31

Reservation deadline: Four weeks before the start of each quarter.

Artwork and payment deadline: 10 business days before the start of each quarter.

Advertising space is subject to availability.

Ad Artwork Specs

- **Horizontal web ads:** 600 × 80 pixels
- **Square web ads:** 220 × 220 pixels
- **Email Newsletter ads:** 220 × 220 pixels
- **Square Social Media ads:** 1080 × 1080
- JPG, PNG and animated GIF files accepted
- Maximum file size: 10 MB
- Every advertisement must include a destination web address
- Advertisers supply finished artwork. **Need help?** BNG can recommend a designer. Design fees are arranged separately between advertiser and designer.
- Email art files to: aclark@gardensbuffaloniagara.com