



## Advertising/Marketing for 2019

### *Gardeners are looking for you!*

Readers tell us that when they want to find anything to do with gardening in Western New York, they turn to [Buffalo-NiagaraGardening.com](http://Buffalo-NiagaraGardening.com).

When you advertise with us, you are in front of 8,500 subscribers when they are thinking about their gardens and landscape—That's the best time to reach them.

All of our ads and articles link back to your website—where all of the information about your business is located—so they can find out all about you. And working with us is less expensive than advertising in print and other media!

- **Article or video**—we interview you and create content that gardeners *want* to read! Investment: One article starting at \$599
- **Gardening Directory** – Readers are looking for companies like yours on our website, so make sure you're represented. With a Premium Listing, there's space for an entire page of text and 3 photos, in addition to your logo. Yes, it links back to your website. Investment: \$169 per advertising cycle
- **Ads**—Get viewers' attention and drive them to your website. The ad can link to your homepage so readers can explore all you have to offer, or it can link to a page with a special product or service. Investment: \$149-\$199 per advertising cycle

### Advertising year

Our advertising year is set up to coincide with the business cycles of green businesses. There are three cycles:

- Cycle 1—mid-January through the end of April
- Cycle 2—May and June
- Cycle 3—July through mid-January