



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.

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 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!

Our main offerings

- Articles & videos—See page 2.
- Gardening Directory with photos and a page of text—See pages 3-4.
- Ads that link back to your website—See pages 5-8.

We can also create a custom package for you. Contact us!

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
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Articles & videos

You have information that potential customers are eager to hear—if it's presented in an interesting way.

With your expert know-how and my communication skills, we can create articles and videos that grab attention because they are fun and informative. At the same time, they put you in front of my audience of 8,500 local gardeners.

Articles & videos

Here is how an article or video would benefit you:

- An aspect of your product or service is presented in a fresh and appealing way—our audience is eager to view it!
- The information links back to your website where potential customers can find out more about you. (Today people depend on their phones and other electronic devices to get information!)
- The name of your business appearing in an article or video helps keep you at top of mind among your potential customers—and current customers, too.
- When you provide information for an article or video, viewers see you as an expert.
- These articles and videos don't disappear; they stay on our website.
- You can share these articles and videos on your own Facebook page and other social media, giving you more content to share with your followers.

Here's how it works:

You don't have to write anything.

I'm Connie Oswald Stofko, an award-winning writer and editor. We'll discuss what topics would work best for an article or video. We'll also discuss photos.

Then I'll interview you for an article or video. I'll write the article or edit the video. For an article, you may provide photos, I may take photos or we may get photos from other sources. For a video, I will do the video recording.

I'll publish the finished piece on my website, and it will link back to your website.

After publication, I'll also share the article or video on my Facebook or Pinterest accounts.

Examples of past articles and videos:

- [Why you should plant veggies in containers, plus a shocking tip on caring for veggies!](#)
- [Two remarkably different looks using only succulents; how to keep them small](#)
- [6 tips for working with landscapers](#)
- [Trick to get mums to come back every year: Plant them now](#)

Investment: Starting at \$599

Gardening Directory

Premium Listing

You can include photos in addition to your logo when you choose a Premium Listing in our [Gardening Directory](#)!

And you have lots more room for text to tell prospective customers about everything you have to offer!

Your Premium Listing appears before the free listings. And our new categories help readers find you when they are looking for something special. Of course we link back to your website—and that's the place where customers can find out everything they need to know about your business.

Your listing could be the same throughout the year, or we could make seasonal changes. The cost would be \$25 each time you want changes made. (You can have several changes made at one time.)

If you don't know what to write, leave that part to us. We can do that for you for a small fee.

Investment:

\$169 per cycle, with text that you submit. That's \$338 for two cycles or \$507 for the entire year. If you're a member of PLANT WNY, you can get an additional 10 percent or 20 percent discount. See details on page 4.

\$35 to have me write—or rewrite—the text for you.

\$25 each time you want updates made. (You can have several changes made at one time.)

See PLANT WNY discounts on next page.

Discount for PLANT WNY members

Get 10 percent or 20 percent off your Premium Listing in our Gardening Directory.

To help spread the word about PLANT WNY and the CNLP Program, PLANT WNY is offering a 10 percent or 20 percent discount to members of PLANT WNY who buy a Premium Listing in the Gardening Directory of Buffalo-NiagaraGardening.com, the online gardening magazine for Western New York.

If you would like to take advantage of the 10 percent discount, we'll add one sentence to the end of your listing. Each sentence contains one link to the PLANT WNY site. Your choice of sentences is:

We are a proud member of PLANT WNY (the Professional Landscape & Nursery Trades of WNY), the presenter of Plantasia.

We are raising the standards!—We employ Certified Nursery & Landscape Professionals (CNLP).

To take advantage of the 20 percent discount, you would choose to include both sentences.

How much does it cost? The regular price of a Premium Listing in the Gardening Directory is \$169 per advertising cycle (there are three advertising cycles per year).

With the 10 percent PLANT WNY discount, you pay only \$152 per cycle. (That's \$304 for two cycles and \$456 for all three cycles.)

With the 20 percent PLANT WNY discount, you pay only \$135 per cycle. (That's \$270 for two cycles and \$406 for all three cycles.)

When are the advertising cycles?

Cycle 1: mid-January through end of April

Cycle 2: May through end of June

Cycle 3: July through mid-January

The price is the same whether you start at the beginning of the cycle or later in the cycle, so start now!

How do I get started? Contact Connie Oswald Stofko, publisher of Buffalo-NiagaraGardening.com, at connie@BuffaloNiagaraGardening.com or (716) 833-5187.

How do I get the discount? You'll be charged the discounted rate by Buffalo-NiagaraGardening.com. There's no extra paperwork for you and you don't have to wait for a refund.

Banner Ads & Email Ad

Ads on Buffalo-NiagaraGardening.com are different from print ads.

With our ads, you don't have to worry about trying to squeeze in all the important information you want people to know, like your phone number, street address or hours of operation. Why? Because that's all on your website, and our ads link directly to your website!

When our readers click on your ad, they are taken immediately to your website, where they can browse through all the photos and information you have there.

The other way our ads are different from print ads is that they are less expensive!

Our ads target the audience you want to reach: local gardeners who want to improve or maintain their landscape.

See all the details on the next pages.

(MORE)

Email Ad

This ad appears on the email that is sent to subscribers every Tuesday to tell them that there are new articles to read.

The ads are placed between the article summaries, so readers notice them. When readers click on your ad, they are taken directly to your website!

Only 8 ads are available per issue.

Buffalo-NiagaraGardening.com has an average open rate of 35 percent, while the national open rate is only 20 percent! (The open rate is the percentage of subscribers who open the email.)

Our readers tell us they love the magazine and look forward to opening it each week.

| | Investment for one advertising cycle | Investment for two advertising cycles | Investment for three advertising cycles |
|--|--------------------------------------|---------------------------------------|---|
| <p>Email Ad (220 pixels by 220 pixels)</p> <p>ONLY 8 ADS ARE AVAILABLE PER ISSUE</p> <p>When the newest edition of Buffalo-NiagaraGardening.com is published each Tuesday, it is emailed to subscribers. A summary of each article, along with a list of upcoming gardening events, is included in the email. The ads are placed between the article summaries. The image links back to the business’s website.</p> | \$199 | \$398 | \$597 |

Banner Ads

Readers are looking for landscape ideas and services and products when they come to Buffalo-NiagaraGardening.com.

While they are in a gardening frame of mind, reach them with a banner ad.

When a reader clicks on your ad, they are taken to your website so they can see everything you have to offer.

At no extra charge, we can change the look of your ad throughout the year so you can promote seasonal products and services.

How banner ads work

Each banner ad has four different views. As readers move from page to page on our site, they see a different view of each banner ad.

To make sure all four views are seen equally, a randomizer is used. (Otherwise, the first view would be seen more often than the fourth view.)

For example, when a reader comes to our site, they might see the ad of Company B in the Top Horizontal Banner spot. When the reader moves to a different page of our website, they might see the ad of Company A in that spot. On still another page, they might see the ad of Company C, and so on.

You may buy one, two, three or all four views of a banner ad (depending on availability).

See locations of the ads to the right. On the next page, see the investment for each banner ad.

The image displays the Buffalo-Niagara Gardening.com website with several banner ad spots highlighted in orange. The top horizontal banner is located at the top right of the page. The top square banner is positioned to the right of the main article content. The bottom horizontal banner is located at the bottom of the main article content area. The bottom square banner is positioned to the right of the main article content area, below the 'Popular Article Topics' section. The website also features a 'Popular Article Topics' sidebar on the right and an 'Upcoming Events' section at the bottom. The footer includes the Buffalo-Niagara Gardening.com logo, social media icons for Facebook and Pinterest, and a copyright notice for 2017.

| | Investment for ONE advertising cycle 1 of 4 views | Investment for TWO advertising cycles 1 of 4 views | Investment for THREE advertising cycles 1 of 4 views |
|--|---|--|--|
| <p>Top Horizontal Banner Ad (600 pixels by 80 pixels)</p> <p>On computers, this ad appears in the prime space at the top right of the page. On mobile devices, it is the first ad to appear.</p> | \$199 | \$398 | \$597 |
| <p>Bottom Horizontal Banner Ad (600 pixels by 80 pixels)</p> <p>On computers, this ad gets noticed because it is embedded among the newest articles. On mobile devices, it is the second ad that appears.</p> | \$179 | \$358 | \$537 |
| <p>Top Square Banner Ad (300 pixels by 250 pixels)</p> <p>On computers, this large square ad is near the top on the right. On mobile devices, it is the third ad that appears.</p> | \$169 | \$338 | \$507 |
| <p>Bottom Square Banner Ad (300 pixels by 250 pixels)</p> <p>On computers, this large square ad is located to the right of current articles and near the list of topics. On mobile devices, it is the fourth ad that appears.</p> | \$149 | \$298 | \$447 |