



Package Deal for 2020

- #1 Article in Buffalo-NiagaraGardening.com**
- #2 Premium Listing in our [Gardening Directory](#)**
- #3 One view of a web ad or the email ad** (depending on availability)

Investment for all three: \$849 per advertising cycle

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

See details about the Package deal on the following pages.

#1 Article in Buffalo-NiagaraGardening.com

The main thing that readers are looking for when they come to [Buffalo-Niagara Gardening.com](http://Buffalo-NiagaraGardening.com) are articles with great information and tips.

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 an article that grabs attention because it is fun and informative. At the same time, the article puts you in front of my audience of more than 9,000 local gardeners.

Here is how an article 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 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.

We'll also discuss photos. (You may provide photos, I may take photos or we may get photos from other sources.)

Then I'll interview you and write the article.

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.

#2 Premium Listing in our [Gardening Directory](#)

You can include photos in addition to your logo when you choose a Premium Listing in our [Gardening Directory](#)! And you have lots of room for text to tell prospective customers about everything you have to offer.

Your Premium Listing appears before the free listings. And our 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.

If you don't know what to write in your Premium Listing, leave that part to us. For just \$35, I can write or rewrite your text for you.

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.)

Discounts are available for members of PLANT WNY. (See page 4.)

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 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.

#3 One view of a web ad or email ad (depending on availability)

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

While they are in a gardening frame of mind, reach them with an 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!

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 pages 6-8.

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 open rate of about 30 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

Web Ads

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

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

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

How these ads work

Each ad has four different views. As readers move from page to page on our site, they see a different view of each 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 web ad (depending on availability).

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

The screenshot displays the Buffalo-Niagara Gardening.com website with several ad spots highlighted in orange boxes:

- Top horizontal banner:** Located at the top right of the page, above the main content area.
- Top square ad:** Located on the right side of the page, above the 'Popular Article Topics' section.
- Bottom horizontal banner:** Located at the bottom of the main content area, above the 'Upcoming Events' section.
- Bottom square ad:** Located on the right side of the page, below the 'Popular Article Topics' section.

The website content includes a navigation menu (Home, Articles, Events, Gardening Directory, Contact, Join the Club), a main article titled 'How to overwinter coleus in Western New York', and a sidebar with 'Popular Article Topics' such as Garden tips (422), Upcoming events for Buffalo (314), and Recent events (171).

	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 Web 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 Web 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 Web 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 Web 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