



Buffalo-NiagaraGardening.com

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Web 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.

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-December

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 30-35 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.

Buffalo-Niagara Gardening.com

The Online Magazine for Gardeners in Western New York

Vol. 9, Issue 16 | May 8, 2018

6 pests & weeds to watch out for during spring in WNY

Now is the time that certain troublesome insects and weeds can show up in your garden, and now is the time to take action.

Today we'll talk about six insects and weeds to watch out for in spring: red lily leaf beetle, ticks, mosquitoes, lesser celandine, creeping Charlie and crabgrass.

Find out how to deal with these pests

Mike Weber GREENHOUSES

BUFFALO AND ERIE COUNTY BOTANICAL GARDENS

International African violet convention coming to Buffalo

People from across the United States, Canada and the world will come to Buffalo this month for the annual convention of the African Violet Society of America (AVSA), a joint effort with the African Violet Society of Canada (AVSC).

	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 on our website.

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

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

You may buy one, two or all three 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 screenshot displays the Buffalo-Niagara Gardening.com website with several ad placements highlighted in orange boxes:

- Top horizontal banner:** Located at the top right of the page, above the navigation menu.
- Top square ad:** Located on the right side of the page, above the 'Popular Article Topics' section.
- Bottom horizontal banner:** Located in the middle of the page, below the article 'How to overwinter coleus in Western New York'.
- Bottom square ad:** Located on the right side of the page, below the 'Popular Article Topics' section.

The website content includes:

- Header: Buffalo-Niagara Gardening.com logo and navigation menu (Home, Articles, Events, Gardening Directory, Contact, Join the Club).
- Main Content Area:
 - Article: "How to overwinter coleus in Western New York" by Connie Stofko, Sep. 18th. Includes a "READ MORE" button.
 - Article: "Share your extra plants in WNY" by Connie Stofko, Sep. 18th. Includes a "READ MORE" button.
 - Article: "What should you do about yellowjackets & hornets? Nothing" by Connie Stofko, Sep. 18th. Includes a "READ MORE" button.
- Right Sidebar: "Popular Article Topics" section with a list of topics and a "Browse all Topics" button.
- Footer: "Upcoming Events" section with two event cards:
 - Oct 30 2017, 2:00 pm - 3:00 pm: Family Walk at Beaver Meadow. Location: Beaver Meadow Audubon Center, Java Center New York.
 - Nov 1 2017, All Day: Annual Environmental Summit. Location: Wick Student Center of Daemen College, Amherst New York.
- Footer: Social media icons (Facebook, Pinterest), Buffalo-Niagara Gardening.com logo, and copyright notice: Copyright 2017 - Buffalo-Niagara Gardening. All rights reserved.

	Investment for ONE advertising cycle	Investment for TWO advertising cycles	Investment for THREE advertising cycles
	1 of 3 views	1 of 3 views	1 of 3 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