

**Entering Our Sixth Year!**  
**JARDINES DEL MUNDO – 2015 Media Kit**  
**SOUTHERN CALIFORNIA EDITION**

***Jardines del Mundo* (Gardens of the World), is a full-color,  
BI-LINGUAL magazine for Landscapers and Gardeners!**

Dear Green Industry Suppliers, Manufacturers and Advertisers:

**Now is your chance to reach a vast, vital and virtually untapped segment of the landscape industry – LATINO LANDSCAPERS AND GARDENERS!**

*Jardines del Mundo*, the BI-LINGUAL (English/Spanish), **quarterly** full-color magazine, is entering its sixth year and growing in readership and interest. *Jardines* is rapidly becoming THE PUBLICATION TO REACH THE EXPLODING LATINO GREEN INDUSTRY MARKET!

The current printed and emailed circulation of our Southern California Edition is over **2,500 per issue** and growing. Several copies of our magazine are mailed to Green Industry VIPs, manufacturers and suppliers, but most are distributed to landscapers and gardeners – **your potential clients**. Some printed copies are available at selected irrigation supply houses, nurseries and lawnmower shops, with the majority distributed via email.

***Jardines del Mundo* issues include...**

- Green Industry news plus features about new products and services – Press releases welcome!
- Photos of spectacular landscape projects with commentary in both English and Spanish
- Landscape and gardening how-to articles, legislation and regulations, and small business tips
- **Plus YOUR ADVERTISING!**

**Advertising bonuses...**

- *Jardines* readers of our online version who click onto your ad, will be linked to your website **at no additional cost to you!**
- **The advertising in *Jardines* can be in English, Spanish...or both!** We can even translate your ad for you at very reasonable rates.

As an advertiser in this unique, full-color magazine, you will realize the value of reaching out to local landscape contractors and gardeners for new and repeat business...in a publication that **SPEAKS THEIR LANGUAGE!**

We want to thank you in advance for advertising in *Jardines del Mundo – Southern California Edition*, and for reaching out to such a vital segment of the Green Industry.

*To advertise or for more information, contact John Hernandez, El Dorado Communications, at (626) 965-5015, cell (626) 715-1757, [eldordowriters@gmail.com](mailto:eldordowriters@gmail.com).*

# JARDINES DEL MUNDO – 2015 Advertising Rates

SOUTHERN CALIFORNIA EDITION

El Dorado Communications, Inc. – John R. Hernandez, Publisher / CEO

19055 Abdera Street, Rowland Heights, CA 91748-2210

PHONE (626) 965-5015 . FAX (866) 591-5093 . EMAIL: eldoradowriters@gmail.com

## Jardines del Mundo Insertion Order & Contract

Please fill out and fax to Ad Dept. (866) 591-5093, or mail to El Dorado Communications, Inc. (see above)

COMPANY \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

CONTACT \_\_\_\_\_ Email \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

COMPANY WEBSITE \_\_\_\_\_

- Insert my ad into *Jardines del Mundo – So Cal Edition*, thru **2015**, or as detailed  
*Jardines is published Quarterly (Seasonal) – Combo rates offered with other El Dorado publications*

	<u>1 x Rate</u>	<u>4 x Rate</u>
<input type="checkbox"/> FULL PG-Back Cover <u>4-Color</u> (Add ¼" bleed all around)	\$600	\$2,200
<input type="checkbox"/> FULL PG – Inside <u>4-Color</u> (8 ½" w * 11" h–add ¼" bleed)	\$500	\$1,850
<input type="checkbox"/> ½ PG <u>Color</u> (Vertical Ad–3 5/8" w * 9 5/8" h)	\$275	\$1,000
<input type="checkbox"/> ½ PG <u>Color</u> (Horizontal Ad–7 ½" w * 4 5/8" h)	\$275	\$1,000
<input type="checkbox"/> 1/4 PAGE <u>Color</u> (3 5/8" w * 4 5/8" h)	\$145	\$ 550
<input type="checkbox"/> 1/8 PAGE – Business Card B&W or <u>Color</u> (3 5/8" w * 2" h)	\$ 75	\$ 285

### **EL MERCADO – THE MARKETPLACE** Ads paid in advance thru end of year

<input type="checkbox"/> 2 3/8" w * 4" h B&W or <u>Color</u>	\$125	\$ 500
<input type="checkbox"/> 2 3/8" w * 2" h B&W or <u>Color</u>	\$ 65	\$ 260
<input type="checkbox"/> 2 3/8" w * 1" h B&W or <u>Color</u>	\$ 35	\$ 140

### **ADVERTORIALS – ADVERTISING IN STORY FORM**

<input type="checkbox"/> ¾ to FULL PAGE (Including photos)	\$500	\$1,850
<input type="checkbox"/> ½ to ¾ PAGE (Including photos)	\$275	\$1,000

### **MULTI-PAGE ADVERTISING SECTIONS**

Published as part of magazine – Call for details and prices

### **INSERTS: Local distribution only – not mailed**

Call for details and prices – **Insert printing available**

**START DATE** \_\_\_\_\_ **TOTAL PAYMENT: \*\*\$** \_\_\_\_\_

CK INCLUDED WITH THIS ORDER (CK# \_\_\_\_\_)  BILL ME AT MY ADDRESS ABOVE

SPECIAL INSTRUCTIONS \_\_\_\_\_

**\*\*Make checks payable to El Dorado Communications, Inc., and mail to:  
Editor John R. Hernandez, 19055 Abdera Street, Rowland Heights, CA 91748**

**Technical Information:** Supply camera-ready ads on CD or email in TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC. Ads received outside of size requirements may be reformatted or cropped to fit as required. Email stories in MS Word if possible, to Editor: [eldoradowriters@gmail.com](mailto:eldoradowriters@gmail.com)

**Translation of Ads** is available for a nominal fee. No charge for story or advertorial translation.

**DEADLINE for ads and stories: 10<sup>th</sup> of the month prior to start of quarter**

**++Ads must be paid in advance unless previous arrangements are made with the Publisher.**  
Any ad that remains unpaid after it has been published will not publish again until the payment is resolved. **Revised: 5/1/15**

Authorized Signature \_\_\_\_\_

**Ad Agencies: These rates are NET.**