



*Introducing...*

# PLENTY

A new print and digital magazine about all that awaits you to explore, savor and enjoy in Montgomery County's 93,000-acre Reserve and beyond!

PLENTY is published three times a year, spring, summer and fall, with a circulation of 20,000 per issue. It is available free of charge at a variety of venues in Montgomery County. With PLENTY's editorially rich content, your ad is guaranteed to stand out.

## What you get...plenty!

- The attention your ad deserves in a highly focused target market
- The benefit of both a print and digital reach for your advertising dollar
- Live links to your websites, videos or social media in the digital version of PLENTY
- A supply of magazines for your business for your customers to enjoy
- Your logo and website link featured on PLENTY's website
- The satisfaction of being an advertising stakeholder, helping to preserve and protect the Agricultural Reserve as a place that sustains and enriches our community

Currently no newspaper or magazine focuses exclusively on the Agricultural Reserve and the immense economic benefit it brings to the entire county and its residents. PLENTY provides a unique opportunity and voice for advertisers to inform and educate readers about the abundance of products and services available through and for the Reserve and beyond.

Our editorial contributors are thought leaders, educators, farmers, entrepreneurs and activists who share their stories, knowledge and insight about the things we care about in our community. Its diverse content covers a wide range of topics from fascinating profiles, to its rich history, recreational opportunities, and issues that impact the quality of life in Montgomery County now and for decades to come.

# PLENTY

## PUBLISHING CALENDAR

### ■ Spring Sowing Issue (Mar-Apr-May)

Ad reservations: Jan 25

Print-ready ads deadline: Feb 5

Magazines available: Beginning of March

### ■ Summer Growing Issue (Jun-Jul-Aug)

Ad reservations: April 25

Print-ready ads deadline: May 5

Magazines available: Beginning of June

### ■ Fall Harvest Issue (Sep-Oct-Nov-Dec)

Ad reservations: July 25

Print-ready ads deadline: August 5

Magazines available: Beginning of September

## AD SPECIFICATIONS

### FULL PAGE

- Standard: 7.375" wide x 9.875" tall
- With bleeds: 8.375" wide x 10.875" tall (trim size)\*  
\* Add .125" bleed to all four sides of trim size.

### TWO-THIRDS PAGE

- Standard: 4.833" wide x 9.875" tall
- With bleeds: 5.333" wide x 10.875" tall (trim size)\*  
\* Add .125" bleed to all four sides of trim size.

### HALF PAGE

- Vertical, standard: 3.555" wide x 9.875" tall
- Vertical, with bleeds: 4" wide x 10.875" tall (trim size)\*
- Horiz. standard: 7.375" wide x 4.795" tall
- Horiz. with bleeds: 8.375" wide x 5.2955" tall (trim size)\*  
\* Add .125" to all four sides of trim size.

### THIRD PAGE

- Vertical, standard: 2.3" wide x 9.875" tall
- Vertical, with bleeds: 2.8" wide x 10.875" tall (trim size)\*
- Square, standard: 4.833" wide x 4.795" tall
- Square, with bleeds: 5.333" wide x 5.2955" tall (trim size)\*  
\* Add .125" bleed to all four sides of trim size.

### QUARTER PAGE

- Standard: 3.555" wide x 4.795" tall

## 2020 ADVERTISING RATES

SIZE	ONE ISSUE	3 ISSUES	NONPROFIT
Back cover	\$2500.00	\$2400.00	\$2300.00
Inside covers	\$2250.00	\$2100.00	\$2050.00
Full page	\$2100.00	\$2000.00	\$1950.00
2/3 page	\$1600.00	\$1500.00	\$1450.00
1/2 page	\$1100.00	\$1050.00	\$1000.00
1/3 page	\$ 825.00	\$ 775.00	\$ 725.00
1/4 page	\$ 575.00	\$ 525.00	\$ 475.00

### ADVERTORIALS\*

A combination of your editorial copy and images, edited and formatted by PLENTY design staff. This is a great way to tell your story.

SIZE: 2/3 page RATE: \$1750.00 Nonprofit \$1600.00

SIZE: Full page RATE: \$2250.00 Nonprofit \$2050.00

\* Copy writing and photography services are available.



## AD SUBMISSIONS

The preferred format for ad files is a high resolution PDF at a minimum of 300 dpi. Other acceptable formats include TIFF, JPG and EPS. All files must be CMYK—no Pantone colors. Please be sure all fonts are embedded or create outlines for text. All type smaller than 8 pt. should be 100% Black.

Email files to: [Jane@ThunderMountainDesign.com](mailto:Jane@ThunderMountainDesign.com)

For larger files, please use [Hightail.com](https://www.hightail.com) or [Wetransfer.com](https://www.wetransfer.com).

## AD DESIGN SERVICES

### NEW ADS

Full page	\$175
1/2 to 2/3	\$150
Less than 1/2	\$120

### AD CHANGES\*

Simple	\$65
Complex	\$85

\* If ad changes require more than one hour, additional time will be billed at \$95/hour.

# PLENTY ADVERTISING CONTRACT

*Terms & Conditions of Advertising Contract between PLENTY Magazine (Publisher) and its print advertising clients (Advertiser).*

1. Advertiser agrees to the rates set forth in the current PLENTY Magazine advertising rate sheet.
2. Publisher has the right to place the advertisement (including advertorial) in the magazine wherever it is deemed appropriate, unless otherwise agreed upon and contracted for (inside covers, back cover).
3. Advertiser is solely responsible for and assumes full liability for the contents of its advertisement.
4. Advertiser warrants and represents that nothing contained in its advertising material infringes upon, in whole or in part, any copyright, trademark, or right of privacy of any person, organization, or corporation.
5. Advertiser represents that it is authorized to publish the entire contents and subject matter of the advertisement covered by this contract. In the event of claims for unfair competition, copyright infringement, actions or proceedings based on the contents, Advertiser will hold publisher harmless and indemnify for all legal costs, without limitation.
6. The Publisher, in its sole discretion, reserves the right to refuse to publish any material not in keeping with the style and standards of PLENTY Magazine, or its editorial philosophy and format. If any advertising is not acceptable the Publisher may:
  - a) Refuse to accept the advertising submitted; or
  - b) Require modifications that meet the style and standards that are acceptable, as a condition to publication.
7. Advertiser recognizes and agrees that the Publisher shall not be liable for:
  - a) Delays in publication of the magazine
  - b) Failure to publish the magazine at the specified time
  - c) Defects in quality (i.e. errors or omissions)\* where such defects are not solely the fault of Publisher; but, where they are, the Publisher's liability in no event shall be more than: returning all or a portion of the fee; or running a replacement/comparable advertisement; or running another ad at a reasonable discount, which discount shall be proportionate to the degree of error or extent of the defect.
  - d) Suspension for the publication by the Publisher, in which case advertiser may expect a full refund.
  - e) Distribution or deadline changes
- f) Any loss or damage to any material of the Advertiser while such material is in transit, or in the possession of the Publisher.
8. Advertiser agrees that if they cancel their contract after their ad has run and payment has not been made, the Advertiser will be charged the one-time non-discounted rate.
9. The Advertiser, and its agency, if any, are jointly and separately responsible for all monies due for ads placed or contracted for in accordance with the Agreement.
  - a) All cancellations of advertisements must be in writing and received no later than the 15th of the month prior to the month of issue.
  - b) Changes in ad copy may be made up to two days before closing date, and all changes must be in writing.
10. Advertisers will be responsible for charges for additional prep or production work required to publish the ad.
11. In the event that an action, suit or legal proceedings are initiated or brought to enforce any or all of the provisions of this Agreement, or to collect any monies due under this Agreement, the Publisher shall be entitled to such attorneys' fees, costs and disbursements as are deemed reasonable and proper.
13. This document constitutes the entire Agreement between the parties and supersedes all prior Agreements, understandings and proposals (whether written or oral) with respect to matters covered herein. No changes, modifications, alterations or amendments shall be effective unless made in writing by the parties with the same formality as the Agreement.
14. This Agreement shall be deemed executed in the State of Maryland, and shall be interpreted and construed in accordance with the laws of the State of Maryland relating to contracts made and performed therein.

*\* Note: Defects in quality or errors and omissions, are subjective in nature. As a general rule, if the printed matter in the ad is legible, and/or the name, address and telephone number of the Advertiser are legible, and if the reproductive quality of the advertisement falls within the margins of error allowed within the publishing industry, the advertisement shall not be considered defective. Allowances for defects in quality shall be at the sole discretion of the Publisher.*

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ADVERTISER/AGENT

DATE

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PLENTY AGENT

DATE

**Please scan or photograph this contract and email to: [Jane@ThunderMountainDesign.com](mailto:Jane@ThunderMountainDesign.com)  
Or mail to: Thunder Mountain Design, 14100 Berryville Rd, Gremantown, MD 20874 • Questions: 301-527-2295**