



If it's used in the garden, we review it!

## SUMMARY

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The Gardening Products Review is the only website dedicated to providing honest, objective reviews of gardening products. If it's used in the garden, we review it!

Our content is viewed as **highly trustworthy**. As a result, **readership has grown by 526 percent** in the last twelve months.

Becoming an advertiser provides an opportunity for you to reach a targeted, highly engaged audience that is responsive to products and services that meet their unique interests and needs.

## CONTACT US

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For more information, contact Monica Hemingway at:

Gardening Products Review  
38 Ridgeway Street, Stamford, CT 06907  
Phone: 203-252-7456  
E-Mail: [monica.hemingway@gmail.com](mailto:monica.hemingway@gmail.com)  
Monday - Friday 9am - 5pm

To purchase ad space directly from Gardening Products Review, please click here:

<http://gardeningproductsreview.com/wp-content/plugins/oiopub-direct/purchase.php>

"There are so many new gardening products introduced each year that it's hard to know which are worthwhile and which aren't. We cut through the clutter to give you an honest, unbiased view of the good, the bad, and the ugly."

*Monica Hemingway  
Founder, The Gardening Products Review*

## SITE TRAFFIC

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These are the traffic statistics for the month of **May 2014** as reported by Google Analytics. In addition, GPR has more than 4,300 Twitter followers.

Unique visitors: 12,212  
Overall visits: 13,558  
Page views: 19,939

## READER PROFILE

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Our readers come from all walks of life but are connected by a keen interest in the ins and outs of gardening products. They're **ready to buy** - they just need to know that the product they're looking at is worth their money. They want **the whole truth** - not the usual marketing jargon and PR pitch. And they're willing to share their opinion and experiences with other readers on the website and social media.

79% of our readers reside in the USA, with a further 10% in Canada.

We reach an underserved market that's eager for more information to guide their buying decisions. 16% of our readers click through to a Buy Now link after reading a review.

## AD TYPES THAT WE ACCEPT

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Because we write objective product reviews based on our own experience with an item, we cannot accept advertising from the products (or companies that make the products) that we review. That means no gardening tools, clothing, accessories, etc. However, we're happy to showcase related products, such as the following:

- Fertilizers and plant health care products
- Larger garden or landscape equipment
- Landscape design services or companies
- Irrigation systems or installation services
- Plants and seeds
- Books and magazines
- Outdoor furniture
- Outdoor décor
- Outdoor clothing
- Organic food and products
- Health and beauty products (particularly plant-based products)

If you're unsure whether or not your product would fit within our guidelines, please reach out to Monica Hemingway at [monica.hemingway@gmail.com](mailto:monica.hemingway@gmail.com).

## THINGS WE DON'T DO

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We do not accept text link advertising. Ever.

We don't accept 'do follow' links to any compensated advertising. Google doesn't like that.

We also don't accept sponsored posts or content. That would compromise our objectivity.

## ADVERTISING OPPORTUNITIES

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We offer two different types of advertising opportunities – (1) DISPLAY ADS that appear at the top or side of the website and (2) SPONSORSHIPS of giveaways for our subscribers. Descriptions and prices are listed below.

DISPLAY ADS		
These ads can be purchased at <a href="http://gardeningproductsreview.com/wp-content/plugins/oipub-direct/purchase.php">http://gardeningproductsreview.com/wp-content/plugins/oipub-direct/purchase.php</a>		
<b>Leaderboard:</b> Horizontal Banner 960 x 80 (Top of Website)	This is the most visible ad on the site, appearing at the top of every page above the logo and navigation. It is 960 x 80 pixels. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation.	\$160 / month
<b>Position 1:</b> Large Sidebar Ad 300 x 250 (Top Right)	This ad is the largest available on the site. It is 300 x 250 pixels and appears at the top of the right-hand sidebar. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 40kb and may not include animation. There is one available spot, which rotates with one other ad.	\$120 / month
<b>Position 2:</b> Medium Sidebar Ad 300 x 125 (Middle Right)	This ad is 300 x 125 pixels and appears in the right-hand sidebar below the 'Popular Reviews' section. You will need to supply the graphic and a link to a landing page on your site. The graphic file can be no larger than 35kb and may not include animation. There are 2 spots (4 available slots), each rotating with one other ad.	\$95 / month
<b>Position 3:</b> Medium Sidebar Ad 300 x 125 (Bottom Right)	This ad is exactly the same size as the Position 2 ad; however, it appears below the 'Popular Resources' section. It also rotates with one other ad. We have two ad slots available per month.	\$65 / month

## SPECIALTY ADS

You can purchase the following ads by emailing monica.hemingway@gmail.com

Sponsored Giveaway	This opportunity is available to products that have received a 4- or 5-shovel rating from GPR. We will facilitate a giveaway that is open to our subscribers and, as part of that promotion, will write an additional 250-300 word post about the product and why our readers would find it helpful. You can link to this post, excerpt it for your own marketing, or quote it on your own site. We will include links in the post to the appropriate landing page on your site. We will also put links to the post on Twitter, Facebook, and Google+ on the day it is published. Plus, it will go out to all of our email subscribers. You will send a free product to the winner of the promotion (winners are chosen at random from all subscribers).	\$220 per promotion
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## OPTIMIZING YOUR RESULTS

The copy on display ads should be written to connect with our readers' needs. We are happy to review various options and give you an opinion based on our experience.

Regardless of which advertising option you choose, you will need to supply us with a link to a "landing page" on your site. This is the page the reader will be taken to when he clicks on your ad or a link inside a sponsored post or interview.

We **highly recommend** that you customize your landing page for this specific use, so that you can *directly* connect with the reader. To make your page as effective as possible, we offer the following tips.

1. **Make it personal.** You can do this with a simple greeting that begins, "Thank you for clicking on our ad on GardeningProductsReview.com." You could also include a picture of our logo or an endorsement (if we have provided you with one). This simply tells the reader that she has arrived at the right place.
2. **Create a special offer.** Everyone likes to feel like they are getting a special deal. You might offer a discount or a trial offer to induce the reader to take the appropriate action.
3. **Issue a specific call to action.** It could be a request for further information, an invitation to join a mailing list, a request for a price quote, or an opportunity to "buy now." In our experience, this works best if it is a *singular* call to action. If you want to provide a secondary call to action, make sure that it has less "weight" than the primary one.
4. **Test your offer.** If you are including a discount code, double-check to make sure your shopping cart accepts it. We once had an advertiser get a huge response to the offer, but the discount code did not work. Not only did they miss

out on hundreds of sales, they frustrated a lot of would-be customers—not the best first impression.

5. **Make sure your server can handle the load.** Depending on your offer, you may get a significant spike in website traffic. This doesn't always happen, but when it does, it can crash your server. This will leave people frustrated and confused. This ends up being embarrassing for both of us. It can also create an enormous customer service problem as people report the problem or inquire about it.

## **GUIDELINES & POLICIES**

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### ***Guidelines***

The design of your ad is your responsibility. Sizes and dimensions are enforced for everyone's mutual benefit. We do not allow animation on any ads.

If you are booking a display ad, you may do so yourself on the Gardening Products Review website at the following link:

<http://gardeningproductsreview.com/wp-content/plugins/oipub-direct/purchase.php>.

For a specialty ad, please contact Monica directly at monica.hemingway@gmail.com.

### ***Review***

We reserve the right to approve all ads and to reject any advertiser for any reason. We are not liable for any claims arising from your ad or any errors in it.

### ***Rates***

All rates are subject to change. You may guarantee the price of your ads by booking and paying in advance.

### ***Payment***

You can pay for display ads at the time of purchase using credit card or Paypal via the Gardening Products Review website. Payment for specialty ads is due in advance via PayPal or some other electronic payment system approved by us. Prices advertised for these ads do not include service fees imposed by PayPal or any others.

Please note that you will not be able to pay for your ad until it has been approved. You will receive notification after the ad has been reviewed.

### ***Posting and Closing Dates***

- Ads will be inserted on the website on the first day of each month.
- Advertising is sold on a first come, first served basis. We suggest that you book early to ensure that a slot will be available.
- There are 2 “waiting list” slots for each ad space in case your preferred position is not available.

### **Specifications**

- Advertising to be furnished by the advertiser. All supplied artwork must adhere to any and all trademark and copyright laws.
- Advertiser branding, i.e., logo or name, must appear on all advertising.
- Advertised product(s)/service(s) must adhere to our guidelines (see Ad Types That We Accept).
- Banners can be placed on any non-password protected page on the web site.
- The advertising banners will appear on the right hand side of the web page (sidebar) – up to three rotating banners arranged vertically.
- A maximum of two (2) advertisers will share any one banner at any time.
- Banner rotation is every 10 seconds.
- Banners will be linked to the company's web page. Advertiser should provide the URL for linking the graphic to their page. Status bar will display advertiser's name unless otherwise specified.
- Banners will be a single static document, GIF format preferred although JPGs or PNGs are also accepted.
- File size limit is 40 kB.
- Ads with white backgrounds must have a black 1 × 1 pixel border around the edge of the design

### **Advertising Policies**

Products and/or services advertised by external organizations on the GardeningProductsReview.com website are in no way endorsed by GardeningProductsReview.com or ITG Multimedia.

ITG Multimedia reserves the right to terminate advertising at any time for any reason.

ITG Multimedia reserves the right to label an ad as "Advertisement" if it cannot be easily distinguished from content.

All advertisements that are accepted and incorporated into the GardeningProductsReview.com website are inserted on the representation that the advertiser and the agency are properly authorized to publish the entire contents and subject matter thereof. The advertiser and/or agency indemnify and hold harmless from and against any loss of expense arising out of publishing that advertisement, including, but without limitation, those resulting from claims or suits libel, violation of rights of privacy, plagiarism, and copyright infringement. ITG Multimedia reserves the right to reject, discontinue, or omit any advertisement or part thereof.

Prepayment is required for all advertisements. Advertiser and/or advertiser agency are jointly and severally liable for such monies due and payable to ITG Multimedia. All advertisement purchases are non-refundable. Advertiser and/or advertising agency may end an advertisement at any time during the contracted date; however, advertiser

will not receive any refund for prepaid advertisements that advertiser and/or advertising agency choose to cancel. ITG Multimedia may terminate the agreement at any time. In the event that ITM Multimedia terminates the agreement, ITG Multimedia will issue a pro rata refund. Cancellations must be submitted in writing and received 10 business days prior to the date of publication on the GardeningProductsReview.com website.

By placing an order for an advertisement on GardeningProductsReview.com, the advertiser and/or advertiser agency agrees that they have read and understand the terms of this agreement, and have the authority to execute the same, and in doing so accept full responsibility for payment of advertising under the terms of this contract and the current advertising rates.