



Dedicated E-Mail

Harness the power of contextual relevance, served up in an expected and anticipated voice. Trust our talented editorial team to craft a message for your brand that produces immediate, impactful results.

Main image

Half Page Skyscraper (300x600) or

Med Rec (300x250) & Partner listing

“Supported by” Logo (88x31)

“Supported by” (20 characters)

BENEFITS

- 100% Share of voice
- Implied endorsement
- Encourages viral send-to-a-friend functionality
- Immediate and timeless, when archived
- Actionable



Mechanical Specifications Available Upon Request



E-Newsletter Sponsorship

Exclusive sponsorship of Extra Dirt! E-mails allow advertising partners the opportunity to maximize impact and the powerful ability to engage readers through multiple touch points.

Extra Dirt! Leaderboard (728x90)

Display your creative in the Topmost available e-newsletter advertising unit.

Extra Dirt! Half Page Skyscraper (300x600) ; or Medium Rectangle (300x250) an Partner Listing

Adjacent editorial content, these I.A.B. standard units deliver substantial creative size for an advertising message.

Extra Dirt! "Supported by" Logo (88x31)

Directly associate your brand with E-newsletter content by sponsoring the Article Tools Micro-Bar. Include your logo within the social networking and personal filing module included in every e-newsletter.

Extra Dirt! "Supported by" Bar (20 characters)

Sponsor Extra Dirt! with text...identifying your Brand with ours.

Mechanical Specifications Available Upon Request.





Takeover Opportunities

Premium Placement opportunity with a complete E-Newsletter or Dedicated E-Mail takeover

Custom page frame

Leaderboard 728x90

Half Page Skyscraper 300x600 or 300x250

Supported by logo

Supported by bar

100% SOV

Mechanical Specifications Available Upon Request.





Gardeningclub.com

The GardeningClub.com website is the online destination for Gardening enthusiasts. Filled with exclusive content, member interaction points and special deals, the site delivers a solid enthusiast touch point

Online Opportunities

Leaderboard (728x90)

Flash Hero

Med Rectangle
(300x250) above the fold

Med Rectangle
(300x250) below the fold

Full Banner (468x60)

Text Link

Mechanical Specifications Available
Upon Request.

The screenshot displays the GardeningClub.com homepage with the following elements:

- Header:** National Home Gardening Club logo, navigation menu (HOME, ALL ABOUT GARDENING, CONTESTS, TESTS & REVIEWS, FORUMS, MEMBER BENEFITS, EXTRA DIRT, MAGAZINE), and a banner for Osmocote Outdoor & Indoor Plant Food.
- Navigation:** "You are here > Home" and "WebExtras" / "News" tabs.
- Main Content Area:**
 - welcome:** Includes "Already a Member? log in", "New Around Here?" (30-day free trial), and "free trial" button.
 - Flash Hero:** "Celandine Poppy Plant of the Week" with a "Flash Hero" overlay.
 - WebExtras:** "Attract More Birds to Your Garden" and other tips.
 - Member Poll:** "What is your favorite eggplant?" with radio buttons for American, Japanese, Italian, Chinese, and Indian.
 - Member Contests:** "Click & Win" (Ryobi trimmer) and "Garden Giveaway" (24V trimmer).
 - Local Coupons:** "1 ridiculously huge coupon a day" and "Local 1-Day Coupons".
 - Plants For Fall:** "Premium Full Sun Plants From Spring Hill".
- Footer:** Copyright notice, navigation links, social media links (Facebook, YouTube), and a "30-day free trial" offer.



Digital Opportunities

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* **Custom Takeover (Page Frame, 728x90 & 300x600)**

E-Newsletter Units

Leaderboard (728x90)

Medium Rectangle (300x250)

Partner Listing – written by NAMG editors using copy points provided by client

- Header (max of 20 characters including spaces)
- Additional sentences (max of 320 characters including spaces)
- Landing page URL
- 60x60 static image

Half Page Skyscraper (300x600)

“Supported by” Logo (88x31)

“Supported by” Bar (20 characters)

* **Custom Takeover (Page Frame, 728x90 & 300x600)**

Website Display Units – Home Page

Flash Hero

Leaderboard (728x90)

Medium Rectangle (above the fold) (300x250)

Medium Rectangle (below the fold) (300x250)

Website Display Units – Run of Site

Leaderboard (728x90)

Med Rectangle (above the fold) (300x250)

Med Rectangle (below the fold) (300x250)

Full Banner (468x60)

Text link