

Be part of this year's **GIMA DIGEST!**



This A4 full colour glossy publication is a great source of reference for all garden centre managers, buyers and writers within the garden trade.

The 2010 GIMA Digest will be delivered personally to the key buyers in the national DIY, Grocery and Department store multiples, as well as the top 2,500 UK garden centres and 450 garden writers nationwide!

On each page you will be able to show full colour photography of your new key products accompanied by your own description of these products. You may also list other products too. Your company logo and contact details will be clearly displayed on each page.

Once again this year's edition is heavily subsidised by GIMA for all GIMA members.

GIMA's Subsidised Page Rates

Members:

Full page£315.00 per page

2 or more pages.....£295.00 each page

Non-members..... £675.00 per page

Why not place your own advertisement in the GIMA Digest?

A limited number of premium rate pages are available at an additional £675.00 when you book your listing.

Full page listing + A4 Advertisement:- £990.00.

These pages will be allocated on a 'first come first served' basis and are exclusive to GIMA members only.

NEW PRODUCTS DIGEST 2011

All prices exclude VAT and will be charged at the appropriate rate.

Please return your booking form to:
David White, Chalk and Cheese Ltd,
2 Lower Brook Mews, Lower Brook Street,
Ipswich, Suffolk IP4 1RA or Fax: 01473 231294

Please call 01473 221000 for further information.

**OUT
OCTOBER
2011**

BOOKING FORM OVERLEAF

Out
October 2010

Now open to
Non-members!



Representing Garden Industry Suppliers

NEW PRODUCTS DIGEST 2011

BOOKING FORM

COPY

For your entry, we will require a few paragraphs of text (no more than 100 words) describing your products. Please help us by providing the following information:-

- THE PRODUCT'S NAME
- PRODUCT'S DESCRIPTION
- KEY BENEFITS
- PRODUCT'S SIZE OR APPLICATION AREA
- SUGGESTED RETAIL PRICE (SRP)
- CONTACT NAME, PHONE NUMBER AND EMAIL ADDRESS

Images are to be supplied as high resolution JPGs, EPS or TIFs saved on a Mac or PC CD. Please could you write your contact details and name on the CD cover in case of any problems we have reading your files.

The images can also be sent via email to Chalk and Cheese.

Alternatively, we will accept photographs, large transparencies, PDFs, company brochures or your actual products. We have a digital photography studio to take product shots, if required.

GIMA reserves the right to exercise editorial control.

Following confirmation of a verbal or written acceptance of participation each member or non-member is then committed.

We fully appreciate the commercial sensitivity of the release of your new product images and descriptions prior to GLEE 2010 but we assure you of our integrity and confidentiality when handling such information.

**Please liaise with, and send copy to:-
David White, Chalk and Cheese Ltd
2 Lower Brook Mews, Lower Brook Street,
Ipswich, Suffolk IP4 1RA
Tel: 01473 221000 Fax: 01473 231294**

SPACE REQUIRED AND PRICE

Please indicate space requirements below:-

GIMA's Subsidised Page Rates:-

(Please specify the number of pages required)

Members:

Full page£315.00 per page

2 or more pages...£295.00 each page.....

Non-members.....£675.00 per page.....

Additional premium rate advertising requirement:

**FULL PAGE LISTING + FULL PAGE AD
FROM ARTWORK SUPPLIED @ £990.00**

These pages will be allocated on a 'first come first served' basis and are exclusive to GIMA members only.

DEADLINES

BOOKING FORM

To Chalk and Cheese *By return*

COPY/ARTWORK

To Chalk and Cheese *Friday 27th August 2010*

PROOF SIGNED OFF

To Chalk and Cheese *Friday 1st October 2010*

PAYMENT

To Neil Gow at GIMA..... *By the end of October 2010*

PROOF

You will be sent a full colour proof of your entry. This must be approved, signed and returned to Chalk and Cheese ASAP. Final revisions must be completed by 1st October 2010. Revisions after this date may not be accepted. E & OE

Name.....

Company.....

Tel.....

Fax.....

Email.....

Signed.....

PLEASE RETURN TO CHALK & CHEESE - FAX 01473 231294

Chalk and Cheese Ltd
2 Lower Brook Mews, Lower Brook Street, Ipswich, Suffolk IP4 1RA
Tel: 01473 221000 Fax: 01473 231294
www.chalkandcheese.com Email: mail@chalkandcheese.com