

**PLANTING GUIDES** are a creative way to differentiate your business by providing written instructions to educate your customer in proper planting and plant care. **Our Planting Guide includes your guarantee and recommended products**, resulting in increased sales, customer success and reduced plant failure refunds.

## CUSTOMIZED FOR YOU - IT'S EASY!

We send you, electronically, the suggested copy for your Planting Guide. You read it over, edit to suit your needs and send it back to us. We'll then make your changes and add your selected products, logo and store information. Customers will not only thank you for the information, but will also pick up your recommended products, thus increasing your sales!



*Basic Size*  
8.5" x 11"  
(folds to 3.75" x 8.5")

Scan QR code for more info.

ORDER QUANTITY       DATE NEEDED

Template Design       Custom Design

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

QUANTITY	PRICE	SHOW PRICE
1,000	\$750	\$720
2,500	\$1,000	\$925
5,000	\$1,500	\$1,400
10,000	\$1,750	\$1,550

**\$50 Deposit Due at Show (non-refundable)**

**IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PRINTED BY 3/1/24.**

Card Type \_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Zip \_\_\_\_\_

Billing Address \_\_\_\_\_

**TEXT MARKETING • DIGITAL MARKETING:** Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

**SCAN FOR SHOW SPECIALS**



## EDDM (Every Door Direct Mail)

Stuck between the cost of a direct mail campaign and the 20,000 minimum required for a shared mail piece? Every Door Direct Mail (EDDM) may be the best choice for you.

This USPS program provides saturated mailings to specific carrier routes for a fraction of regular postage costs. GCS works with you to find the best areas to target, using demographic information for your chosen zip codes.

We design and print your custom postcard, finalize your paperwork, and send you everything you need to take to the post office to complete your mailing.



### With EDMM, you can

- target specific neighborhoods near your store,
- print as few as 500 pieces for your mailing, and
- complete a mailing in about two weeks (from art approval).

GIANT EDMM 8.5" X 11"	PRINTING & BANDING	
	QUANTITY	PRICE
<ul style="list-style-type: none"> <li>• ARTWORK: <b>\$600</b></li> <li>• POSTAGE ONLY: <b>19¢ ea.</b></li> <li>• PAPERWORK PREP: <b>\$150 Per Location</b> (Zip code analysis &amp; USPS paperwork preparation)</li> </ul>	2,500	\$1,000
	5,000	\$1,700
	10,000	\$3,000
	20,000	\$5,000

ZIP CODES OF INTEREST

ZIP CODES OF INTEREST (cont.)

RADIUS FROM STORE?  No  Yes \_\_\_\_\_ MILES OUT

ORDER QUANTITY	DATE NEEDED
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Business

Address

City State Zip

Contact Person Phone

Email

Additional sizes available

Scan QR code for more info.

**MANTS SHOW SPECIAL!**

**FREE**  
Zip Code Analysis & USPS Paperwork Preparation  
**\$150 VALUE SAVINGS\***

**\*IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PLACED AT THE MANTS SHOW.**

Card Type

Card Number

Exp. Date Security Code Zip

Billing Address

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**SCAN FOR SHOW SPECIALS**

**Plastic Postcards & Triple Card Mailers**  
Available with 1, 2, or 3 pop-out Gift Card Coupons.  
Distinguish yourself from the competition with this unique direct mail piece. With a target list, it boasts a reported redemption rate of up to 52%!

**Postcard Tracking Website!**



**Plastic Postcard**  
4.25" x 5.625"  
(1 & 2 card options)  
**\$350 Setup Fee**

**Triple Card Mailer**  
9" x 12"  
(folds to 9" x 6")  
**\$375 Template Setup**  
**\$750 Custom Setup**



Scan QR code for more info on Triple Card Mailers

**Track Results**  
Barcode, Magnetic Striping, or Customer Codes can go here. Track results on our customer code tracking website.

**Personalized Variable Data**  
Scan QR code for more info on Plastic Postcards

SHIP ONLY QUANTITY	MAIL ONLY QUANTITY
TOTAL PRINT QUANTITY (Ship Qty + Mail Qty)	IN-HOME DATE (Please allow 21 days for printing & mailing)

QTY	PLASTIC POSTCARD	TRIPLE CARD	SHOW SPECIAL
500	\$1.80 each	\$2.00 each	----
1,000	\$1.50 each	\$1.80 each	100 FREE
2,500	\$1.30 each	\$1.60 each	150 FREE
5,000	\$1.15 each	\$1.40 each	300 FREE
7,500	\$1.10 each	\$1.30 each	400 FREE
10,000	\$1.00 each	\$1.20 each	500 FREE

Prices include printing, addressing, postage & mail services.  
**\$100 Deposit Due at Show (non-refundable)**

**IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PLACED AT THE MANTS SHOW.**

**Business**

**Address**

**City**                      **State**      **Zip**

**Contact Person**                      **Phone**

**Email**

**Card Type**

**Card Number**

**Exp. Date**                      **Security Code**      **Zip**

**Billing Address**

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# SHOW SPECIAL WEB DESIGN



## WEBSITES: We Create it. You customize it.

Our template websites are designed to promote maximum customer response while requiring minimal effort from you and your staff.

It includes 10-12 seasonal article updates 6 times a year, along with gorgeous images, all for a **low monthly rental fee of \$225**.

Our Template Websites are also responsive, automatically adapting to fit both notepad and smart phone screens.

### It's easy!

We send you, electronically, the suggested copy for your website. You read it over, edit to suit your needs, and send it back to us. We'll then make your changes and add your selected products, logo and store information.

### CMS Website – Edit yourself 24/7

Content Management System (CMS) websites are designed to provide you with the efficiency and flexibility of managing your own content and images. It affords you the opportunity to add additional content and images beyond what we provide. The ability to immediately add, delete, and change content is at your fingertips 24/7/365.

Scan this QR code for more info on our Web Development.



Business

Address

City

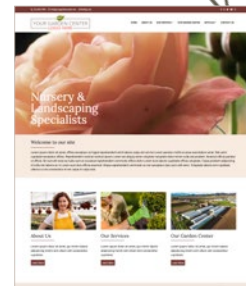
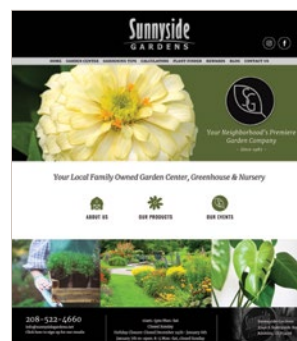
State

Zip

Contact Person

Phone

Email



All of our websites are optimized & set up with Google Analytics.

Scan this QR code to see examples of our template websites, or visit [YourGardenCenter.com](http://YourGardenCenter.com).



Show Special  
Template Setup  
**\$2,200\***  
Reg. \$2,500

Show Special  
CMS Setup  
**\$3,200\***  
Reg. \$3,500

**\*IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, A \$200 DEPOSIT IS DUE AT THE MANTS SHOW. (Non-refundable)**

Card Type

Card Number

Exp. Date

Security Code

Zip

Billing Address

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[info@gardencentersolutions.com](mailto:info@gardencentersolutions.com) | [GardenCenterSolutions.com](http://GardenCenterSolutions.com)

SCAN FOR  
SHOW SPECIALS





## Ready-to-customize Magazine or E-Magazine.

Stimulate, motivate, and enthruse your customers with a visually stunning and informative Gardening Idea Book. **Whether offering a printed, hand-held magazine, or an e-magazine** for viewing on any device, our Gardening Idea Book is custom tailored with your logo and supports your distinctive article selections from our ever-increasing library of over 350 seasonal garden related pieces.

- Finished printed size is 8.5" x 11".
- 16 pages including covers with areas for ads and featured products.
- All article content is editable and customizable to suit your business.



Scan this code with your smartphone for more info.



PRICING	
E-MAGAZINE	PRINTED MAGAZINE
<p><b>\$2,995* per season</b> or <b>\$2,500* each</b> <i>(when you do all 4 seasons)</i></p> <p><i>*Up to 6 hours of edits or design time.</i></p>	<p><b>\$2,000*</b> Includes Template Rental &amp; Edits <i>(Printing &amp; mailing costs are based on quantity. See to the right for details.)</i></p> <p><b>Printed on high quality 80 lb. gloss paper</b></p>

EXAMPLE OF PRINTING & MAILING 10,000 QTY	
MAILED as EDDM	MAILED as DIRECT MAIL
<p><b>\$2,000</b> Template Rental &amp; Edits</p> <p><b>\$6,000</b> Printing &amp; Binding 16 Pages</p> <p><b>\$1,900</b> Mailing Costs as EDDM</p>	<p><b>\$2,000</b> Template Rental &amp; Edits</p> <p><b>\$6,000</b> Printing &amp; Binding 16 Pages</p> <p><b>\$7,485</b> Mailing Costs as Standard Direct Mail <i>(mailing direct to a targeted list)</i></p>
<b>\$9,900 (99¢ each)</b>	<b>\$15,485 (\$1.55 each)</b>

**ASK US FOR ADVICE ON HOW TO PAY FOR THIS WITH AD SPONSORS!**

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

### SPRING ARTICLES INCLUDE:

- Attracting Hummingbirds
- Spring Gardener's Calendar
- Spring Blooming Beauties
- More Than Just Mulch
- Pre-emergent Control of Crabgrass
- Deterring Deer
- Protecting Our Pollinators
- Starting Up With Succulents
- Shrubs for Summer Color

**Looking for a different topic?**  
Choose your own! We have 100's of articles to choose from which you can customize to your liking.

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