

# 24" x 36" SIGNS

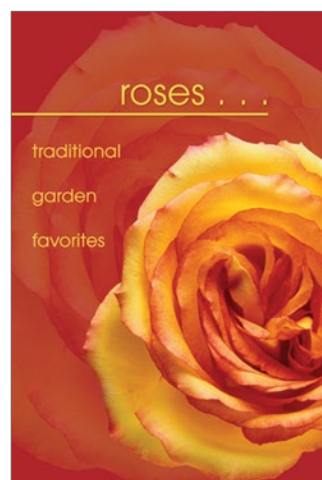
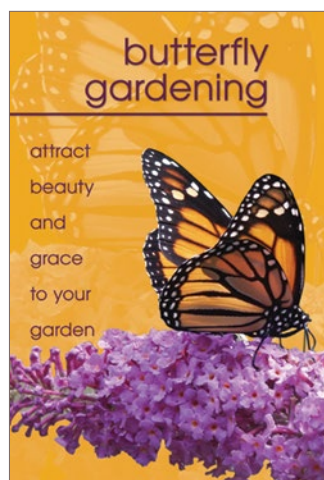
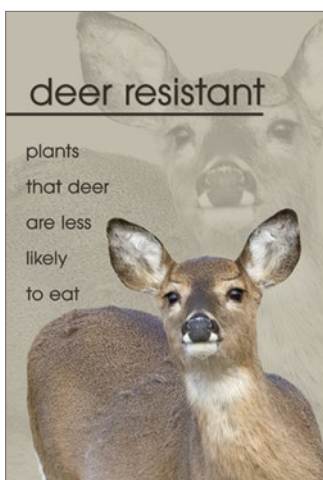
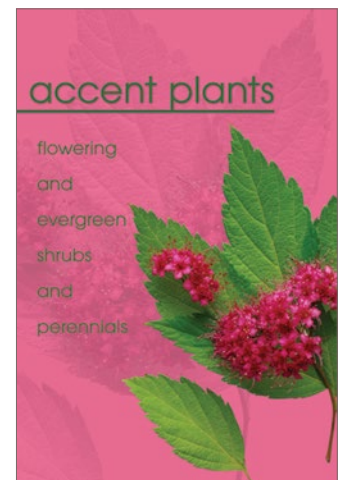
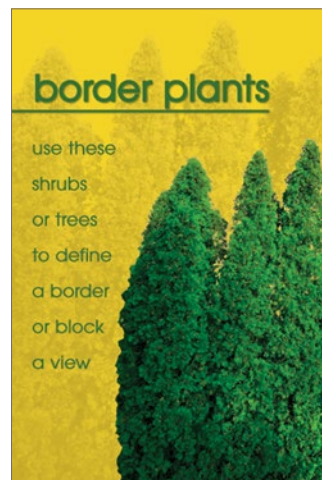
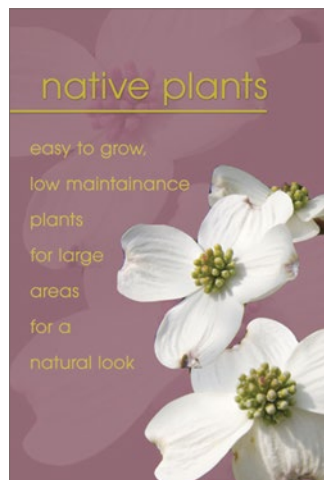
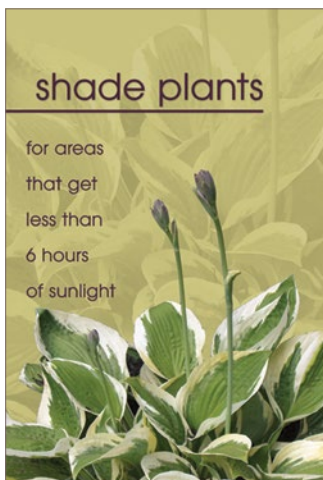
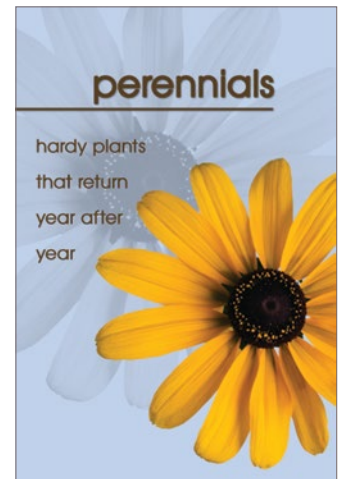
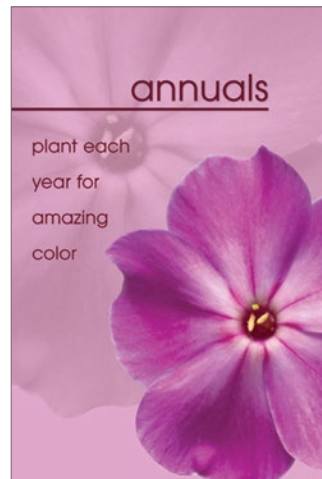
CORREX MATERIAL  
WATERPROOF & FADE RESISTANT



**\$79  
each**

Custom sign  
sizes & options  
available with a  
\$140/hour  
design fee.

Order through Garden Center Solutions  
610-690-7345  
[info@gardencentersolutions.com](mailto:info@gardencentersolutions.com)



BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS  
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BANNERS & SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDM MAILINGS | MARKETING DATA ANALYSIS

349 Rambling Way | Springfield, PA 19064 | p: 610.690.7345 | f: 610.707.3558  
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# 12" x 18" SIGNS for HORTICULTURAL THERAPY

CORREX MATERIAL • WATERPROOF & FADE RESISTANT



Meant to be put throughout your plant sales area -  
**Both indoor and outdoor plants!**



*\*plus shipping from Pennsylvania*

There's nothing like a beautiful garden, but gardening itself is about much more than aesthetics. Did you know that studies have shown that there are numerous health benefits associated with gardening: mentally, physically and emotionally. We're all aware that the fresh air, exercise and sunshine received while gardening is good for us, and it is important to let customers know these facts.

- Educate your customers by providing them with information pertinent to their life and lifestyle choices.
- Place Horticultural Therapy signage around your garden center to enlighten or remind your customers of the many benefits of purposeful gardening while assuring them that their health is important to you.

**Hardware not included but sold separately**

**Need sign holders? Add \$5 each for a standard wire sign holder.**



**To order, call 610-690-7345 or email [info@gardencentersolutions.com](mailto:info@gardencentersolutions.com)**

## VEGGIE GARDENING GUIDES & 24" x 36" SIGNS

**SIGNS: \$75 EACH**

CORREX MATERIAL • WATERPROOF & FADE RESISTANT

**VEGGIE GUIDES:**

**1,000 • \$750 | 2,500 • \$1,000 | 5,000 • \$1,500 | 10,000 • \$1,750**

8.5" X 11" - FOLDS TO 3.75" X 8.5"

Many new gardeners are trying vegetable gardening for the first time - help them be successful!



**For more info or to order, call 610-690-7345 or email [info@gardencentersolutions.com](mailto:info@gardencentersolutions.com)**

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# 18" x 40" BANNERS

DOUBLE SIDED 18oz. REINFORCED VINYL  
POCKET OR GROMMET FINISHED



Order of  
1-5 banners  
**\$195**  
each

Order of  
6+ banners  
**\$175**  
each



## BANNER FIXTURES

**\$65/set**  
holds  
1 banner  
on a pole

**Custom banner sizes & options available  
with a \$140/hour design fee.**

*Additional selections also available.*

*We also have other sizes: 24" x 48", 24" x 60", 36" x 60", etc.*

**Let us know what you need!**

**Order through Garden Center Solutions**

**610-690-7345**

**info@gardencentersolutions.com**

## SPRING

ADDITIONAL SELECTIONS NOT SHOWN;  
EMAIL OR CALL TO SEE OTHER TOPICS/STYLES.



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# EXTRA LARGE MESH DEPARTMENT BANNERS



**9oz. SEAMLESS VINYL • 8' x 10'**  
OUTDOOR RATED & GUARANTEED TO LAST!

**NOTHING IS TOO LARGE!**  
ANY CUSTOM SIZE &  
MOUNTING OPTIONS AVAILABLE!



FLOWERING SHRUBS

## 9oz. Mesh Banners

Ideal for windy outdoor conditions. Mesh signs have tiny holes to allow air to flow through the banner with minimal tension on the mounting points. The movement and resistance is greatly reduced, and the risk of wind tearing the material is minimized, making these huge banners perfect for use where wind conditions may be an issue.

- Huge Wallscapes
- Large Building Wraps
- Construction Mesh Banners
- Backdrop Banners
- Trade Show Banners
- Large Mesh Banners
- Grand Opening Banners
- Huge Sale Banners

**\$650**  
**each**

*Shipping not included*

### Our LARGE FORMAT digital printing options:

- Hem and Grommets and/or pole pockets
- Reinforced webbing and D-rings to strengthen the mounting areas
- Ink guaranteed for 1 year against color fade in direct sunlight (most last 4-5 years)
- Indoor/outdoor use



ANNUALS



PERENNIALS



TREES



VEGGIES



ROSES



DAYLILIES



SHADE PERENNIALS



FLOWERING TREES

**Our  
Extra Large  
9oz. Mesh  
Department  
Banners  
are 8' x 10',  
but No Size is  
Too Large!**

**Up to 16' Wide  
Seamless  
Vinyl Banners  
available.**

**Choose from over 12+ designs. Custom options also available! 9 options shown above.**

Contact us to see more or to order! [info@gardencentersolutions.com](mailto:info@gardencentersolutions.com) or 610-690-7345

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**PICK A  
STYLE!**

colorfully  
**CONTEMPORARY**  
collection

**gcs**  
garden center solutions  
advertising & marketing for the green industry

# SIGNS & BANNERS

ADD TO THE BUYING EXPERIENCE WITH BOLD, COLORFUL  
MARKETING MATERIALS FOR VARIOUS AGE & ETHNIC GROUPS.

**18" x 40" VINYL BANNERS**

**Order of 1-5 Banners • \$195 each**

**Order 6+ Banners • \$175 each**

Double Sided • 18 oz. Reinforced Vinyl  
Pocket or Grommet Finishing



*Other  
Sizes &  
Materials  
Available*

**24" x 36" CORREX SIGNS**

**\$79 each**

Waterproof  
Fade Resistant



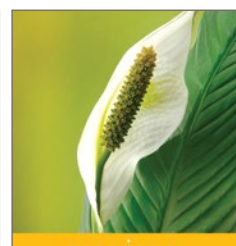
cultivate  
**WONDER**  
BELLEVUE NURSERY



gather  
**NOURISHMENT**  
BELLEVUE NURSERY



grow  
**TOGETHER**  
BELLEVUE NURSERY



experience  
**PURITY**  
BELLEVUE NURSERY



raise  
**FIREWORKS**  
BELLEVUE NURSERY



encourage  
**DISCOVERY**  
BELLEVUE NURSERY



bee  
**KIND**  
BELLEVUE NURSERY



rediscover  
**RELAXATION**  
BELLEVUE NURSERY



gather  
**NOURISHMENT**  
BELLEVUE NURSERY



awaken  
**SENSES**  
BELLEVUE NURSERY



plant  
**GENERATIONS**  
BELLEVUE NURSERY



inspire  
**GROWTH**  
BELLEVUE NURSERY



grow your own  
**MEMORIES**  
BELLEVUE NURSERY



give  
**SWEETNESS**  
BELLEVUE NURSERY



invoke  
**HAPPINESS**  
BELLEVUE NURSERY



share  
**ENTHUSIASM**  
BELLEVUE NURSERY

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STYLE!**

colorfully  
**CONTEMPORARY**  
collection

**gcs**  
garden center solutions  
advertising & marketing for the green industry

# DIRECT & SHARED MAIL PROGRAMS

- 1) Choose a size & layout for your postcard.
- 2) Select photos to use out the Colorfully Contemporary Collection.
- 3) Select Colors for the text bar out of 6 color choices.
- 4) Select your "tagline" from our collection.
- 5) We add your logo.

**JUMBO PLUS 5.75" x 11"**



**SAMPLE OF THE JUMBO PLUS BACKSIDE**



**JUMBO 5.5" x 8.5"**



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**info@gardencentersolutions.com | GardenCenterSolutions.com**

PERFECT PLANTS FOR PEOPLE, PETS, AND POLLINATORS!  
POINT THEM IN THE RIGHT DIRECTION WITH SUPPORTIVE SIGNAGE!

NEW GARDENER



NG1



NG2



NG3

9" x 12"



NG4



NG5



NG6

12" x 18"

POLLINATOR



P1



P2



P3

9" x 12"



P4



P5



P6

12" x 18"

PET FRIENDLY



PF1



PF2



PF3

9" x 12"



PF4



PF5



PF6

12" x 18"

OUR GOAL IS TO MAKE YOUR LIFE EASIER!

Make it easy for your customer to find the plants that match their gardening skills. Point them in the direction of plants that support the things they care about, pollinators and their pets.

Our goal at GCS is to simplify your busy life by offering you new solutions to old challenges.

## CORREX MATERIAL

Protective Coating  
Waterproof & Fade Resistant

All 9" x 12" Signs  
Single Sided

10 each of one style  
**\$100.00**

All 12" x 18" Signs  
Single Sided

20 each of one style  
**\$250.00**

Wire Stake Sign Holders:  
24" high by 10" wide  
**\$3.00 each**



To order, call **610-690-7345** or email [info@gardencentersolutions.com](mailto:info@gardencentersolutions.com)

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LOYALTY CLUBS | GIFT CARDS | EMAIL CAMPAIGNS | SOCIAL MEDIA | E-MAGAZINES | VIDEOS BANNERS  
& SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

# Complete SIGNAGE PACKAGES

Complete Signage Evaluations - call us to learn more! Banners, Department Signs, Mesh Banners, Corrugated Plastic Signs and Accessories - all custom designed to reinforce your brand. GCS will guide you through a complete signage remodel of your store! Did you know that we are happy to visit your location for a signage evaluation? Contact us for details.

Signage is crucial when staff is spread thin during the busiest time of the year or if staff is in short supply. Listen to your customer's most frequently asked questions and make note of them. Add signage throughout the garden center that answers these questions thus simplifying your customer's visit and ensuring a return one.

Today's consumer is busy! They want to save time and they covet the information necessary to make the best and most informed purchasing decisions. Signs are an outstanding and indispensable tool to keep today's sophisticated customer happy.

## MOSTARDI'S



**FREE Signage Checklist -  
email us for your copy!**

Order through Garden Center Solutions  
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## SUNNY MEADOWS



20" x 20" Correx Sign



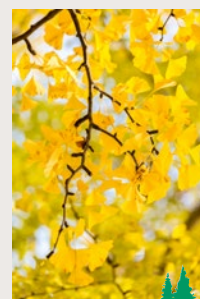
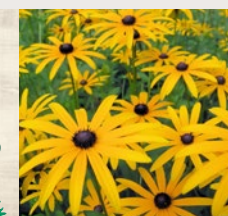
20" x 20" Correx Sign



18" x 48" Correx Sign

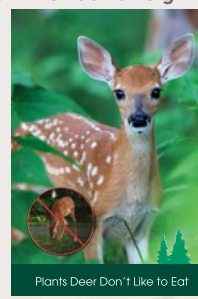


18" x 48" Correx Sign



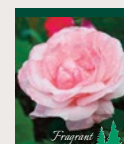
Unusual  
Trees

24" x 48" Vinyl Banner



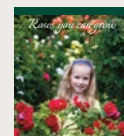
Deer  
Resistant  
Plants

24" x 48" Vinyl Banner



Old Time  
Roses

18" x 32" Vinyl Banner



Easy  
Elegance  
Roses

18" x 32" Vinyl Banner

# Complete SIGNAGE PACKAGES (Continued)

## FARM & GARDEN STATION



24" x 48" Vinyl Banners



4' x 7' Mesh Banners

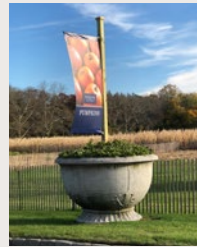
## HERITAGE FARM & GARDEN



22" x 28" Correx Sign



8" x 32" Correx Signs



36" x 72" Vinyl Banners

**EXAMPLE  
BUDGET  
OF \$5,000  
INCLUDES:**

### CORREX SIGNS

- (8) 18" x 36"
- (1) 3' x 6'
- (1) 2' x 4'

### BANNERS

- (10) 18" x 40" Vinyl
- (3) 4' x 7' Mesh

- 12 hours of custom artwork design
- All bracket hardware

## GINGER VALLEY



18" x 60" Correx Sign



24" x 60" Correx Sign



6" x 36" Correx Sign



24" x 72" Vinyl Banner



18" x 40" Vinyl Banners

# PLANTING GUIDES



Order through Garden Center Solutions  
610-690-7345  
info@gardencentersolutions.com

**INCREASE SALES & REDUCE  
PLANT WARRANTY BY  
BOOSTING PLANTING SUCCESS**



**Starting Up With  
SUCCULENTS**

**Esbenshade's  
GARDEN CENTERS**

www.esbenshades.com

## Planting Guide Topics:

- General Planting Guide
- Tree & Shrub Planting
- Watering Guides
- Succulents Guide
- Herb Growing Guide
- Veggie Planting Guide

**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!

QUANTITY	PRICE
1,000	\$750
2,500	\$1,000
5,000	\$1,500
10,000	\$1,750
15,000	\$2,500
20,000	\$3,000

**Custom designs are  
available at \$140/hour**

**Your Guide to  
Successful  
Planting**

**Moonfire and Sun  
GARDEN CENTER**

61944 27th Street Bend, OR 97022

moonfireandsun.com

**Planting Trees & Shrubs**

**When to Plant**  
Containerized plants can be planted anytime that the ground is not frozen. If possible, plant your tree or shrub as soon as you get it home. Otherwise, it may dry out or become injured. If you can't plant it immediately, place it in a shady outdoor sheltered location, keeping the soil moist until planted.

**The Planting Hole**  
To plant your tree or shrub, dig the hole at least 2 times as wide as the diameter of the plant's root ball. Add a generous amount of **Down-to-Earth Bio-Dive** to enrich the soil. Blend into the soil. Do not dig too deep - once the ball is placed in the hole, the top of the root ball should be slightly above level with the surface.

**Tree & Shrub Container Plants**  
Ease the plant out of the pot without disturbing the root ball. Plant the plant directly in the hole. Fill the hole with a mixture of **Down-to-Earth Bio-Dive** and soil. Water your plant with **Down-to-Earth All-Purpose** liquid fertilizer. This will help your newly planted tree or shrub to grow new roots.

**Watering New Trees & Shrubs**  
New trees and shrubs typically need a lot of watering for their first 12-18 months as they establish their root system. New plantings should be watered immediately after planting. Always make sure to water the root system; do not spray the leaves or trunk with water. The best thing to do is create a small basin around the root ball to retain water and fill this basin 2-3 times immediately after planting and again a few hours after.

**Planting Perennial & Annual Plants**  
Place your plants around your planting area while still in their pots. Make sure you have taken into consideration the mature height/width of the plants as well as the use or shade requirements. Determine an appropriate location for planting, then dig a hole 2 times the width, but only as deep as pot. Add a generous amount of **G&B Soil Building Conditioner** to enrich the soil and break up heavy clay present in our area. Blend into the soil. Water your plants thoroughly, then remove them from their pots by inverting them and supporting the root ball.

**Placing Your Plant in the Hole**  
Remove all tags, wires or ropes from the stems and the following: Place the plant directly in the hole and backfill with the amended soil. The top of the plant should be even or slightly above ground level. Water thoroughly to eliminate air pockets. Apply a thin layer of mulch, one inch is usually enough. Do not mulch can be detrimental to annuals and perennials. For container gardening we recommend **Sunnyside Gardens Potting Soil** for both outdoor containers and hanging baskets. This soil is what we use to grow all of our beautiful annuals and vegetables.

**MONITOR YOUR PLANTS DAILY. WATER SLOWLY SO AS TO ACHIEVE DEEP WATER PENETRATION, WHICH ENCOURAGES WIDESPREAD ROOT DEVELOPMENT.**

**General Watering Guidelines for Clay Soil**  
1 Gal. Pot - Inside with water for approx. 15-20 mins.  
2 Gal. Pot - Inside with water for approx. 20-30 mins.  
3 Gal. Pot - Inside with water for approx. 30-45 mins.  
4 - 6 Gal. - Inside with water for approx. 1 hour.

**Protecting Plant Roots with Mulch**  
Add a 2 to 3 inch layer of shredded mulch around the plant. This will prevent water loss, incorporate organic matter into your soil, and acts as a gleaming lock to planting beds. Avoid overly deep mulch up against the trunk or stems of the plant as this can promote disease or pest injury.

**Animal, Insect & Disease Control**  
We carry many different remedies to prevent damage caused by pests and unwanted animals. **Shopper's Animal Stopper** to keep small critters and deer from damaging your plants. **Bonide Bon-O-Raid** as an all purpose solution for organic gardening. This product is made from neem seeds and acts as a fungicide, insecticide and miticide. **Neem Oil** will kill insects of all stages of growth. Simply follow application directions according to the label.

**For Successful Planting**

**Planting Perennial & Annual Plants**

Stage your plants around your planting area while still in their pots. Make sure you have taken into consideration the mature height/width of the plants as well as the use or shade requirements. Determine an appropriate location for planting, then dig a hole 2 times the width, but only as deep as pot. Add a generous amount of **G&B Soil Building Conditioner** to enrich the soil and break up heavy clay present in our area. Blend into the soil. Water your plants thoroughly, then remove them from their pots by inverting them and supporting the root ball.

**Water your plants thoroughly** to ensure the soil fills a completely around the roots, eliminating air pockets. Apply **Bumper Crop Starter Food** at this time. Monitor your plants daily. Water slowly to attain deep water penetration which encourages widespread root development.

Add a 2 to 3 inch mulch layer around the plant. This will prevent loss of soil and large amounts of mulch from getting too close to the plant. Avoid overly deep mulch against the stem or trunk of the plant, as this can promote disease or pest injury.

**Use the following of planting for 1 year warranty:**

**1001 State Route 56 East • Cincinnati, Ohio 45213**  
800-378-0934 • 743-474-2228 • rhoadsgardencenter.net  
rhoadsgardencenter.com

**Planting**

Place plants in the planting area while they are still in the pot. Adjust plant placement as needed, taking into consideration the mature height/width of the plants, both width and height. For each plant, dig a hole twice as wide as the pot, and to the same depth as the container. Mix soil and compost in the hole. If the roots are compacted, you may need to make a few deeper cuts through the roots on the sides and bottom of the root ball. Place your plant in the hole. Add the **Bumper Crop Soil Builder** to ground level.

Water the plant thoroughly to ensure the soil fills a completely around the roots, eliminating air pockets. Apply **Bumper Crop Starter Food** at this time. Monitor your plants daily. Water slowly to attain deep water penetration which encourages widespread root development.

Add a 2 to 3 inch mulch layer around the plant. This will prevent loss of soil and large amounts of mulch from getting too close to the plant. Avoid overly deep mulch against the stem or trunk of the plant, as this can promote disease or pest injury.

**Watering**

Watering in annuals and perennials immediately after planting is key to strong, healthy plants. After that plants in the ground have the best growth with one inch of water per week. Small plants and container gardens require more moisture and should be checked daily to determine watering needs. For the best results, be consistent with your watering practices throughout the growing season.

**Fertilizing**

Keep your flowers healthy and blooming with a slow release fertilizer like **Perennial Blooming and Feeding**, or one of our other great product lines. A sales associate will be happy to help you choose the fertilizer best suited to your plants. If you have trouble getting your vegetables to produce, please give us a call or come and talk with one of our knowledgeable staff.

**Watering**

Water your newly planted trees and shrubs by using a soaker hose or soaker ring inside the planting ring for at least 1 hour as necessary. If using a regular hose, make sure it is turned on low allowing for a trickle of water. This slow, deep watering method will promote long, strong and healthy root development. The roots of newly planted containerized plants dry out faster than the soil around them, so it is important to frequently moisten the soil for one year. Automatic irrigation systems do not adequately water newly planted trees and shrubs so avoid relying on them to properly water your plants.

**DIAGNOSING PROBLEMS**

As soon as you suspect a problem with your tree or shrub, please bring a sample of the problem, along with any photos of the tree or shrub to **Heritage Farm & Garden** for diagnosis and suggested remedies. We are happy to help with any concerns or problems you may have.

**Our knowledgeable and friendly staff are available to answer any planting questions you may have.**

**Heritage Farm & Garden**

6000 Northern Blvd., Mattitown, NY 11752  
631-922-3105  
heritagefarmandgarden.com

Former location of **Planting With**

WE ARE PROUDLY A FAMILY-OWNED BUSINESS, OWNED AND OPERATED WITH OVER 50 YEARS IN THE GARDEN AND HORTICULTURE INDUSTRY

**CALL TODAY AND WE CAN GET STARTED ON A PLANTING GUIDE FOR YOU!**

349 Rambling Way | Springfield, PA 19064 | p: 610.690.7345 | f: 610.707.3558  
info@gardencentersolutions.com | GardenCenterSolutions.com

# WHAT'S IN YOUR TOOLBOX?

GIVE THEM TOOLS FOR SUCCESS. EDUCATIONAL  
IN-STORE RACK CARDS MAKE IT EASY!



## INFORMATION IS POWER

Encourage and empower your customer with educational Rack Cards personalized with your logo!

### SPRING/SUMMER SEASON

- Acid Loving Plants
- Berry Health
- Butterflies in Your Backyard
- Container Gardening
- The Cutting Garden
- Detering Deer
- Earth Friendly Pest Control
- Feng Shui in the Garden
- Green Gardening
- Healthy Soil, Healthy Plants
- Hydrangeas for Summer Color
- Landscaping for Winter
- Luscious Lawns
- Long Bloomers
- Pests in the Garden
- Planning Your Landscape
- Plants for Wet Soil
- Proper Pruning
- The Rose
- Seed Starting
- Shade Gardening
- Shade Loving Perennials
- Water Gardening
- Winter Pruning

#### Rack cards:

- cost less than color copies
- consist of professionally written articles
- are personalized with your company name & logo

### FALL SEASON

- Attracting Birds to Your Backyard
- Audition Some Autumn Bloomers
- Bringing Your Tropicals Indoors for the Winter
- Composting
- Fall Garden Calendar
- Fall Lawn Care
- Fall Means Color
- The Fall Vegetable Garden
- Minor Bulbs
- Plant Bulbs in Fall

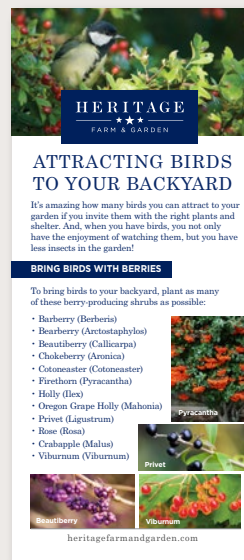
### WINTER/HOLIDAY SEASON

- Attracting Birds to Your Backyard
- Decorating for the Holidays
- Do's and Don'ts of Poinsettia Care
- Fresh Cut Trees
- Getting Ready for Winter
- Holiday Tree for the Birds
- Holiday Plants
- Outdoor Winter Arrangements
- Plantable Christmas Trees

**610.690.7345**

New topics are being added frequently. Call today for an updated list.

## CUSTOM DESIGNS AVAILABLE!



Contact us for Custom Design Pricing 610.690.7345

Quantity in set	Individual Topics	Set of 8 Topics (save up to 20%)	Set of 16 Topics (save up to 20%)
250	\$149/set	\$1,000	\$1,750
500	\$199/set	\$1,250	\$2,250
1,000	\$249/set	\$1,650	\$3,000
2,500	\$375/set	\$2,450	\$4,500

## TEMPLATE DESIGNS



ALL RACK CARDS ARE SIZED 3.75" x 8.5". LARGER SIZES ARE AVAILABLE (CUSTOM RACK CARDS).

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info@gardencentersolutions.com | GardenCenterSolutions.com

# Gardening Idea Book



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

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

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

EXAMPLE OF PRINTING & MAILING 10,000 QTY	
MAILED as EDDM	MAILED as DIRECT MAIL
<b>\$2,000</b> Template Rental & Edits	<b>\$2,000</b> Template Rental & Edits
<b>\$6,500</b> Printing & Binding 16 Pages	<b>\$6,500</b> Printing & Binding 16 Pages
<b>\$2,310</b> Mailing Costs as EDDM	<b>\$8,830</b> Mailing Costs as Standard Direct Mail (mailing direct to a targeted list)
<b>\$10,810 (\$1.081 each)</b>	<b>\$17,330 (\$1.733 each)</b>

### SPRING ARTICLES INCLUDE:

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

### Looking for a different topic?

Choose your own! We have 100's of articles to choose from which you can customize to your liking.

Business		
Address		
City	State	Zip
Contact Person	Phone	
Email		

**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

# EDDM (EVERY DOOR DIRECT MAIL)



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.

6.25" x 9"



5.75" x 11"



8.5" x 11"



## With EDDM, 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*).

Scan this code  
with your  
smartphone  
for more info.



## GIANT EDDM 8.5" X 11"

- **ARTWORK: \$600**
- **POSTAGE ONLY: 22.3¢ ea.**
- **PAPERWORK PREP: \$150 Per Location**  
(Zip code analysis & USPS paperwork preparation)

## PRINTING & BANDING

QUANTITY	PRICE
2,500	\$875
5,000	\$1,500
10,000	\$2,600
20,000	\$4,800

Coast of Maine

**CO-OP  
OPTIONS  
AVAILABLE**



**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

# EDDM (EVERY DOOR DIRECT MAIL)



## What is EDDM and how does it work?

Every Door Direct Mail (EDDM) is a simple and affordable USPS mailing program that provides a way for local business to target their immediate community at a significantly reduced postage rate.

You select the ZIP Codes and carrier routes that you would like to target. EDDM is classified as a “saturated mailing”, meaning that delivery is made to every home on the chosen carrier routes. In light of this, the USPS does not have to run your mail piece through their equipment. Instead, it is given directly to your postal carrier for delivery to every home on his route. Eliminating this one step allows for a significantly reduced postage rate, currently at 22.3 cents each.

## How does GCS work with you to take advantage of the EDDM?

GCS will help you determine which Zip Codes and carrier routes show the greatest prospects for your particular business.

Typically, GCS will evaluate a five-mile-drive radius from your location using the specific demographics that you would like to target, such as: single family homes, income levels, age range, and households known to have purchased garden items or publications or ‘own a pet’. We receive this information from Acxiom, a data analysis agency which collects consumer data to create highly targeted mailing lists. The resulting statistics are compiled in a spreadsheet and compared to that of the actual homes on the carrier routes in your target area. This provides a clear picture of which routes are most advantageous to your campaign. These are the routes that your mail piece will be delivered to.

After GCS receives your final artwork approval and your anticipated USPS drop-off date, your mail piece will be printed and shipped directly to you. In order to make mail preparation and delivery to the USPS straightforward, your shipment will come pre-banded in bundles of 100. You will also receive all necessary USPS paperwork via email. Simply print the paperwork and attach a “facing slip” on each banded bundle. When complete, deliver your mail bundles to your local post office(s) along with your postage payment and associated paperwork.

**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

# Triple Card Mailer

*How about offering 3 consecutive weeks, or months, of savings?*

The **Triple Card Mailer** gets right to the point with **3 plastic popout gift cards/coupons** on the outside of this full-size 9" x 12" mailer. The definitive marketing tool for providing an abundance of information about your store on the inside area of the mailer, with 'in-your-face' offers immediately visible when the customer reads his/her mail.

**NO MAIL LIST? NO PROBLEM.**  
Garden Enthusiast List Available.

Scan QR code for more info on Triple Card Mailers



**\$375 Template Setup**  
**\$750 Custom Setup**

## Size

**Postcard: 9" x 12"**  
(folds to 9" x 6")

**Pop-Out Gift Card:**  
2.125" x 3.375"

Minimum order of 500 qty

QTY	PRICE
500	\$2.05 each
1,000	\$1.85 each
2,500	\$1.65 each
5,000	\$1.45 each
7,500	\$1.35 each
10,000	\$1.25 each

# Plastic Postcards

*Our outstanding art combined with high resolution printing gives this piece its edge.*

*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%!** Campaign results are easily measured with POS compatible barcodes or with customer codes and our easy-to-use tracking website.

## GCS offers

- 1 and 2-card options (same cost for either option),
- customer code, barcode, or magnetic striping,
- easy to track and POS compatibility,
- variable data which lets you personalize your offer, and
- a convenient tracking website to gauge your campaign success.



One  
Pop-Out  
Card

Two  
Pop-Out  
Cards

**NO MAIL LIST? NO PROBLEM.**  
Garden Enthusiast List Available.

Scan QR code for more info on Plastic Postcards



**Personalized  
Variable Data**

QTY	PRICE
500	\$1.85 each
1,000	\$1.55 each
2,500	\$1.35 each
5,000	\$1.20 each
7,500	\$1.15 each
10,000	\$1.05 each

**\$350 Setup Fee**



## Sizes

**Basic: 4.25" x 5.625"**  
**Jumbo: 6" x 9"**

Specialty sizes also available

## Track Results

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

# GCS MULTI-CHANNEL MARKETING



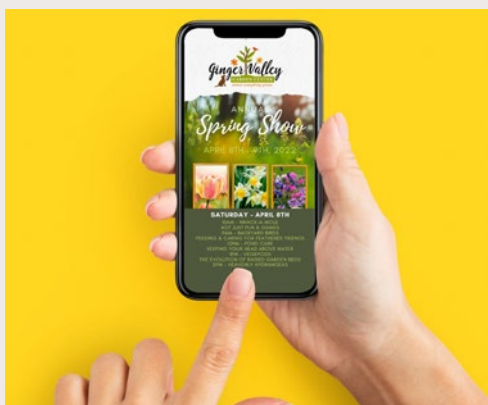
What's the best way to market your business effectively and affordably... and do it easily, without using a ton of my time?

## GCS Multi-Channel Marketing!



Order through Garden Center Solutions  
610-690-7345  
info@gardencentersolutions.com

Start with a postcard and let GCS turn it into an entire multi-channel marketing campaign!



**One campaign in their mailbox, on their phone and other digital ads.  
We handle ALL the details for you!**

### What is Multi-Channel Marketing:

One campaign theme developed for multiple marketing 'touches' over a designated time period (typically 2 weeks).



### How does GCS do this for my business?

- Targeting: We use your mail list, a procured demographic 'gardener' list for you or a combination of both for the most targeted marketing benefit.
- Message: We develop a campaign promotion and 'look' for you (along with your input).

### Campaign Launch:

- Your customer receives a direct mail piece
- Sees an ad on their social media feed
- Sees an ad while shopping online
- Sees an ad while surfing the internet



GCS Multi-Channel marketing allows you to provide your customers with an integrated marketing experience that yields the greatest ROI for your marketing dollar!

### Benefits:



- Brand awareness
- Customer loyalty
- Enhanced long-term relationships
- Smart spends for your marketing dollar

### What does it cost?

Example: \$6,000 Budget

- 5,000 postcards mailed - sized 5.5" x 8.5" (using your own list)
- Eblast sent to your email list as many times as you like
- social media icons for your social media
- the campaign art for your website
- 2 ads served up daily to the 5,000 potential customers each day for a 2 week period.

# GCS TEXT CLUB



## Our industry is visual, and your text club should be also!

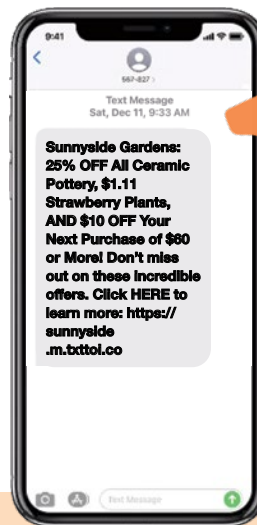
- Reinforce your brand with an opt-in database of customers who want to receive information and offers via text.
- Send up to nine images, an animated GIF, or short video in a single text to engage and convert sales.
- Open rates reported of up to 99%!
- Simple, user-friendly options for consumer sign ups.
- Users can share your offers & content via Facebook, Messenger, Twitter, text, etc.
- Options for additional personalized experiences.
- \$160/month Basic Monthly Fee or \$260/month Advance with Micro-Site Option.

Order through Garden Center Solutions  
610-690-7345  
[info@gardencentersolutions.com](mailto:info@gardencentersolutions.com)

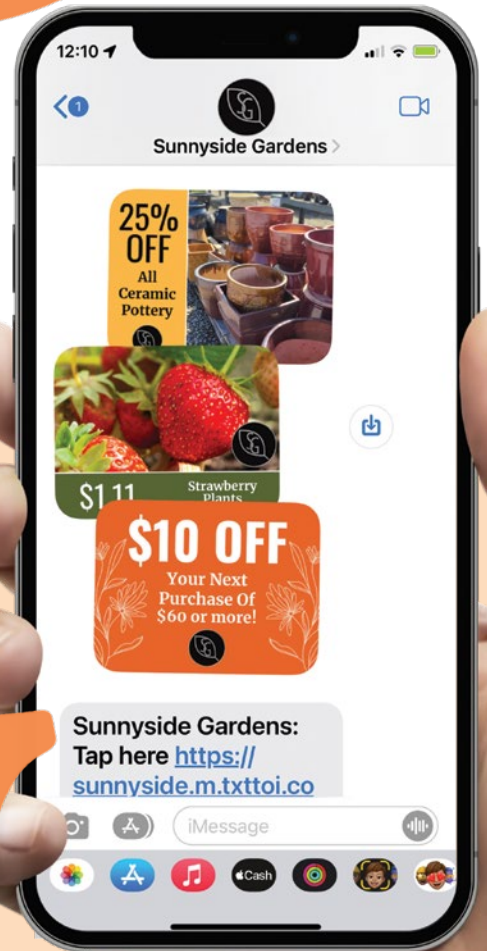
Hot New  
Marketing  
Option!

UP TO  
**99%**  
OPEN RATE!

*From this...*



*...to  
this!*



- **Multiple images or video text**  
(52% higher click through rate with MMS messages)
- **Linked branded landing page**  
(For sharing & additional info/offers)
- **Custom micro sites available**  
(Or drive them to your website)

**SIGN UP FOR A DEMO TODAY!**

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS  
WEBSITES | POSTCARDS | NEWSLETTERS | PLANTING GUIDES | CIRCULARS & FLYERS | LOGO DESIGN  
LOYALTY CLUBS | GIFT CARDS | EMAIL CAMPAIGNS | SOCIAL MEDIA | E-MAGAZINES | VIDEOS  
BANNERS & SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

349 Rambling Way | Springfield, PA 19064 | p: 610.690.7345 | f: 610.707.3558  
[info@gardencentersolutions.com](mailto:info@gardencentersolutions.com) | [GardenCenterSolutions.com](http://GardenCenterSolutions.com)

# GCS TEXT CLUB

POWERED BY  **taponit**



## PRICING

FEATURES	STANDARD	PLUS	ENTERPRISE
SaaS Messaging Platform (SMS & MMS)	•	•	•
TFN or Short Code Provisioning & Management	•	•	•
Compliance Monitoring	•	•	•
Database Reporting & Growth Consultation	•	•	•
Opt-In API	•	•	•
Contact Card & QR Code	•	•	•
Branded/Customized Micro-site		•	•
Engagement Tracking		•	•
Audience Management & Targeting			•
Analytics & Business Intelligence			•
<b>Set Up</b>	<b>\$500</b>	<b>\$750</b>	<b>\$1,500</b>
<b>Monthly Platform Fee</b>	<b>\$160</b>	<b>\$260</b>	<b>\$410</b>

### GCS MANAGEMENT SERVICE OPTIONS PER CAMPAIGN

*Includes: Artwork\*, Scheduling/Deployment, Reports*

BUDGET	STANDARD	PREMIUM
<b>\$65</b> <i>*Artwork for 1 Template Image/Offer</i>	<b>\$90</b> <i>*Artwork for 2 Template Images/Offers</i>	<b>\$125</b> <i>*Artwork for up to 4 Custom Images/Offers</i>

## PRICING *(Continued)*

À La Carte	SET UP
Triggered Messages	Custom Quote
Additional Integrations	Custom Quote
Opt-In Landing Page	\$250
Opt-In Landing Page with Sweepstakes Add-On	\$500
Audience Management, Targeting, Analytics & Business Intelligence	\$750 Set Up • \$160/month
Geo-Targeting by Zip Code	\$250 Set Up • \$25/month

### PROVISIONING & MONTHLY NUMBER RATES

TYPE	RATE CARD
Short Code Provisioning	\$1,000
Short Code Monthly	\$500
TFN Provisioning	\$100
TFN Monthly	\$10

### TOLL-FREE NUMBERS MESSAGING RATES

TOLL-FREE NUMBERS	RATE CARD
TFN SMS*	\$0.025
TFN MMS*	\$0.050

### SHORT CODE MESSAGING RATES

SHORT CODE	RATE CARD
SMS*	\$0.02
MMS*	\$0.045

*\*Plus Carrier Surcharge Fees*

# COMPLETE DIGITAL WEB PACKAGE (DWP)



*Got a few minutes? We make digital marketing EASY!*

*GCS makes it possible for you to complete your  
ENTIRE MONTH of digital marketing in **just 30 MINUTES OR LESS!***

**\$750/MONTH**

**(1 YEAR COMMITMENT)**

*Billed monthly. Easy-to-use online dashboard to manage all of your content.*



*With unlimited access to our comprehensive article library, email blast, and social media selections, you have more content to choose from and are relieved of the burden of writing your own copy in an effort to keep it fresh and interesting year in and year out.*

*Scan this code with your smartphone for more info.*



## EASY ONLINE DASHBOARD

The ability to edit all GCS content and publish to your social media accounts and website is just a click away. Using our online dashboard, you can easily edit content or simply check a box to schedule or publish your posts and website content for an entire month at a time.

**CALL US TODAY FOR A FREE DEMO! 610-690-7345**

## PACKAGE INCLUDES:

### WEBSITE CONTENT & BLOG ARTICLES

Unlimited access to our extensive article library.

Change/edit articles 24/7/365 and post to your website for optimum organic SEO.

Up to 1 hour of website maintenance per month.\*

*\*For websites built by GCS. Additional fees may apply for websites not built by GCS.*

### EMAIL BLASTS

Select up to 4 pre-written, editable email blasts per month. (48 E-blasts/year)

**Plus** we'll host your subscribers (up to 2,500) for free!\*

*\*Additional charge for accounts with higher subscriber amounts.*

### SOCIAL MEDIA

 Facebook Business Page

 Instagram Business Profile

*Select up to 15 pre-written, editable posts per month, each.*

***That's 180 posts/year, each!***

**BONUS  
5 FREE**



&

*Coast of Maine*

**BRAND-SPECIFIC SOCIAL MEDIA POSTS AVAILABLE!**

## ADDITIONAL OPTION



**Extra \$100/month\***

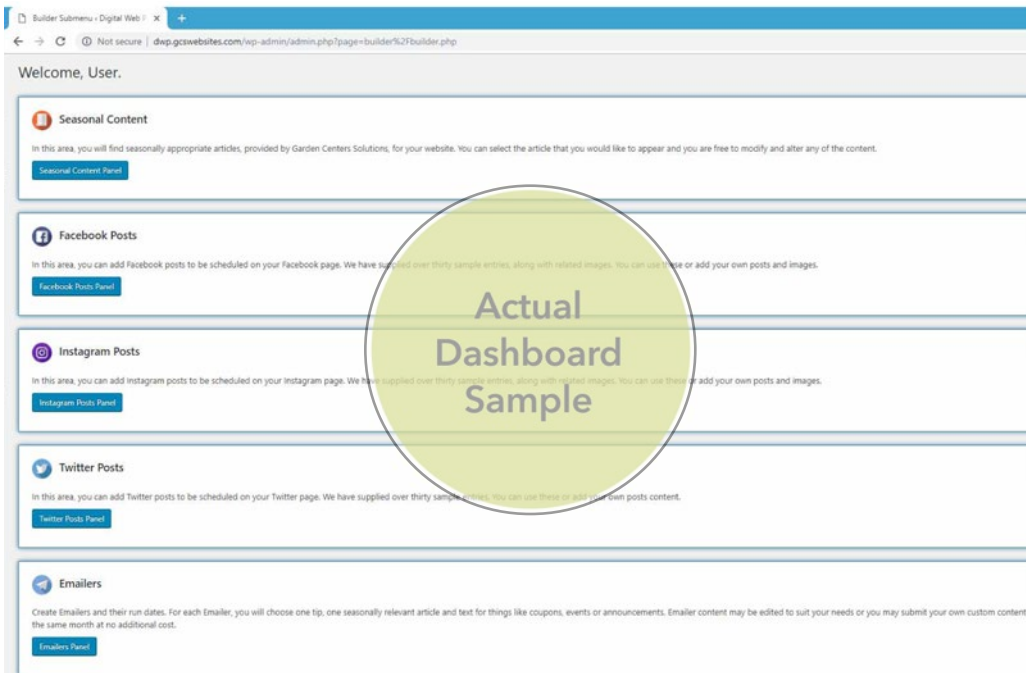
Join DWP+ and enhance your social media by adding specially curated videos to your posts. (\*up to 6 videos per month)

# All GCS Digital Marketing Platforms include:



- **EASY ONLINE DASHBOARD LOGIN.** See sample below.
- **GORGEOUS IMAGES** for all posts and articles (*3 each*).
- **PROFESSIONALLY WRITTEN HORTICULTURAL CONTENT** for you to edit if you wish (100's of tips and articles) and monthly garden calendars.
- **ABILITY TO EDIT ALL GCS CONTENT** to 'make it yours', or simply check a box and put a date to schedule your posts for the month or publish your website content.

  **It's that EASY!**



**\*ONE YEAR CONTRACT REQUIRED.**

**Learn more at: [gardencentersolutions.com/social](http://gardencentersolutions.com/social)**

**CUSTOM  
POSTS  
ALSO  
AVAILABLE**

**CALL TODAY  
FOR A FREE  
DEMO  
610.690.7345**

**ASK US!  
BUY MORE  
SAVE MORE!**

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_

EMAIL + PHONE: \_\_\_\_\_

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS  
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**[info@gardencentersolutions.com](mailto:info@gardencentersolutions.com) | [GardenCenterSolutions.com](http://GardenCenterSolutions.com)**

# Digital Marketing à la carte



## FACEBOOK

**\$175/month**  
(select 15 posts\*)

or

**\$275/month**  
(select 30 posts\*)



## INSTAGRAM

**\$175/month**  
(select 15 posts\*)

or

**\$275/month**  
(select 30 posts\*)



## DIGITAL ADS

Targeted Digital  
Web Placement Ads



**NEXTDOOR**



**GOOGLE**



**FACEBOOK**

(price varies)



Coast of Maine



## 5 FREE BONUS POSTS/MONTH

for Coast of Maine® Retailers  
& Master Nursery® Retailers

**ASK US ABOUT OUR  
MULTI-PLATFORM  
DISCOUNTS.**

*\*Professionally written content with gorgeous images. Add and schedule your own posts, too!*

## EMAIL MARKETING

**\$75 & up/  
Template  
E-blast**

Includes custom  
header, one tip,  
one short article,  
and more - such  
as coupons &  
events!



## WEBSITE ARTICLE CONTENT

**\$500/month\***

Unlimited access to our  
article library to edit content &  
automatically post to your website,  
24/7/365. (up to 10 articles per month)

**\*Or \$375/month with a digital  
package of 2+ platforms.**

Scan this code with  
your smartphone  
for more info.

