I-Plants Magazine

IN THIS ISSUE...

I-Plants Edition #25 - SUMMER Issue: July 2023

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Editor's Letter

By: Elliott Bennett

Summer is finally here in North America!

We have a great article by Carolyn Goodin it is very educational, and I would suggest a must read! What comes with summer is always the Cultivate '23 trade show presented by our friends at AmericanHort.

I highly recommend if you are an interiorscaper attending Cultivate in Columbus to plan on also attending the I.P. Hospitality party on Sat July 15th & 16th! (Check pg.10!)

Many of our industries best vendors will be in attendance to talk shop in a casual environment. This is a great networking opportunity to meet some like minded interiorscapers and have a good time in a great environment.

We are currently in the process of wrapping up the judging portion of the 2023 Biophilic Design Awards.

I will be reaching out in a couple of weeks to companies that have won an award. The Biophilic Design Awards issue is slated to drop late August.

Thank you all again for your support. We really appreciate the readership and I recommend supporting and attending interiorscape events like the I.P. Hospitality party in Columbus so that we can keep the momentum going, creating future awesome events!

AmericanHort Presents Cultivate'23
July 15-18, 2023 | Columbus, Ohio USA

Interior Plantscape Session Schedule

Cultivate – Interior Plantscape schedule. 59 Sessions @ Cultivate '23 presented by AmericanHort July 15-18, 2022 in Columbus, Ohio USA

Saturday, Jul 15

Time	Session	Location
9:00 AM - 10:00 AM	Creating a Culture of Development	Union Station Ballroom C
10:30 AM - 11:30 AM	Creating a Culture of Performance	Union Station Ballroom C
1:00 PM - 2:00 PM	Creating a Culture of Appreciation	A120
2:30 PM - 3:30 PM	Creating a Culture of Retention	A120
4:00 PM - 5:00 PM	Compensation Basics	A220
4:30 PM - 7:00 PM	OSU Cultivar Trials	Depart from Connector

Sunday, Jul 16

Time	Session	Location
8:00 AM - 9:30 AM	Morning Jolt! Keynote Presentation: Cultivate Raving Fans	Short North Ballroom
9:30 AM - 10:30 AM	2024 Garden Trends	Union Station Ballroom C
9:30 AM - 10:30 AM	DEI – What's All the Fuss?	Union Station Ballroom B
9:30 AM - 10:45 AM	Onboarding For Success	A110
11:00 AM - 12:00 PM	DEI – What's All the Fuss?	Union Station Ballroom B
11:00 AM - 12:00 PM	On-the-Job Training	A110
11:00 AM - 12:00 PM	What's New in the Interiorscape?	A220
1:00 PM - 2:00 PM	Begin with Just One Thing: Sowing Success in Your Work Through Inclusion, Diversity, Equity, and Access	Union Station Ballroom B
1:00 PM - 2:00 PM	Building A Career Advancement Plan	A110
1:00 PM - 2:00 PM	Illuminating Your Living Walls	A213
2:30 PM - 3:30 PM	Commercial Holiday Planning	A220
2:30 PM - 3:30 PM	Magical Thinking	Short North Ballroom
2:30 PM - 3:30 PM	Motivating by Appreciation	A110

Sunday, Jul 16 continued...

Time	Session	Location
4:00 PM - 5:00 PM	Building Your Bench: Recruiting, Motivating, and Retaining Talent in the Green Industry of Today and Tomorrow	Short North Ballroom
4:00 PM - 5:00 PM	Effective Use of Biophilic Design for Industry Professionals	A220
4:00 PM - 5:00 PM	Ignite! With the AmericanHort HortScholars	C170
4:00 PM - 5:00 PM	Wholehearted Leadership: Create Connected Companies by Leading from your Center	A110
5:00 PM - 6:00 PM	GPN 40 under 40	Union Station Ballroom B

Monday, Jul 17

Time	Session	Location
8:00 AM - 9:15 AM	AmericanHort State of the Industry Address	Short North Ballroom
9:30 AM - 10:30 AM	Back2Basics: Diagnosing Plant Problems	A113
9:30 AM - 10:30 AM	Inside the Mind of a Modern Plant Parent	Union Station BallroomC
9:30 AM - 10:30 AM	The Great Game of Business: Part One - Play to Win!	A110
11:00 AM - 12:00 PM	Back2Basics: Common Pests, Diseases, and Treatments in Urban Environments	A113
11:00 AM - 12:00 PM	How to Use Influencer Partnerships to Leverage Brand Awareness and Create Conversions	Union Station Ballroom C
11:00 AM - 12:00 PM	The Great Game of Business: Part Two	A110
12:00 PM - 1:30 PM	Women in Horticulture – True Connection and Influence: How to Build Authenticity and Leadership Skills	Union Station Ballroom B
2:00 PM - 3:00 PM	Back2Basics: Customer Service for Technicians	A220
2:00 PM - 3:00 PM	Creating a Culture of Safety	A113
2:00 PM - 3:00 PM	TextEd - SMS Marketing for Retail Garden Centers	Union Station Ballroom C
2:00 PM - 3:00 PM	The Great Game of Business: Part Three - Get in the Game!	A110

Monday, Jul 17 Continued...

Time	Session	Location
3:30 PM - 4:30 PM	Expanding Diversity in Horticulture - A Panel Discussion	A210
3:30 PM - 4:30 PM	Purpose-Powered Marketing	A110
3:30 PM - 4:30 PM	Succession or Sell: Taking Over a Horticulture Business	Union Station Ballroom C
3:30 PM - 4:30 PM	Take it Outside!	A220
3:30 PM - 4:30 PM	The Value of SOPs and Making the Most of Them as a Training Tool	A113
5:00 PM - 7:30 PM	Franklin Park Conservatory Tour	Depart from Connector
5:30 PM - 7:00 PM	Evening of Excellence	Union Station Ballroom B
8:00 PM - 10:00 PM	Unplugged	Gaswerks, 487 Park St.

Tuesday, Jul 18

Time	Session	Location
8:00 AM - 9:00 AM	Career Path Development - Building A Team of Leaders	A220
8:00 AM - 9:00 AM	Day-To-Day Marketing for Small Businesses	A123
8:00 AM - 9:00 AM	Generations in the Workplace	A110
8:00 AM - 9:00 AM	The Driving Forces of Floriculture Sustainability Roundtable Discussion	Union Station Ballroom B
9:30 AM - 10:30 AM	Employee Engagement for Interiorscapers	A220
9:30 AM - 10:30 AM	Forecasting 101	A213
9:30 AM - 10:30 AM	Imagining and Delivering on the Promise of a Sustainable Future	Union Station Ballroom B
9:30 AM - 10:30 AM	Succession & Exit Planning: Driving the Value of Your Business in the Green Industry	A110
9:30 AM - 10:30 AM	Turn Your Boring Plant Expertise Into Fun, Catchy Videos	A223
11:00 AM - 12:00 PM	Attracting the Next Generation of Employees	Union Station Ballroom C
11:00 AM - 12:00 PM	Back2Basics: Containers That Stand Out	A210

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Tuesday, Jul 18 Continued...

Time	Session	Location
11:00 AM - 12:00 PM	Employee Development, Retention, & Engagement: An Industry Discussion	A220
11:00 AM - 12:00 PM	Forecasting 201: A Working Session	A213
11:00 AM - 12:00 PM	The Language of Bugs	Union Station Ballroom A
11:00 AM - 12:00 PM	Value Acceleration: Command Top Dollar for Your Business A	110

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We welcome your nominations.

Do you know someone who deserves to be recognized for their service to the plantscape community? The Plantscape Hall of Fame honors plantscapers and allied trade persons who have been instrumental in the development of plantscaping.

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BIOPHILIC
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JUDGES

Kathy Fediw
Retired - Interior Plantscape Consultant

Kathy Fediw is a newly retired internationally known interior plantscape consultant for over 40 years, author, speaker, and LEED accredited professional. She has written a series of training manuals , numerous online courses and articles as well as two books and was the original publisher of I-Plants Magazine.

Kenneth Freeman
President
Plants@WorkUK

Kenneth Freeman has almost 30 years experience in the interior landscaping industry in a variety of roles, with a particular focus on research about the benefits of plants in buildings. He has been involved in several academic studies in the UK and further afield and was an early protagonist of biophilia and biophilic design as a principle and as an explanation for the benefits that nature-inspired design brings. He first started talking about the subject to architects and designers almost 20 years ago when the very word biophilia conjured images of a disease rather than a benefit.
Kenneth is very keen to promote the idea that biophilic design is more than a mere synonym for interior landscaping - there must be a purpose behind the design and an intent to improve wellbeing - and not necessarily just with plants.
After 25 years working for Ambius, with his final role as Head of Innovation, Kenneth set up his own interior landscaping and biophilic design consultancy in 2020 and has worked with a wide variety of clients in many countries. He is still involved in supporting academic research, and is acting as an adviser to a new PhD programme on the benefits of green walls in education settings.

Elliott Bennett
President
Air Strength Canada

Elliott Bennett is the President and co-owner of Air Strength Canada alongside with his parents Rod & Barbara Bennett. He started as a tropical plant technician at age 15, and has been in the industry for just under 30 years. He earned his certified Landscape Technician - Interior Certification in 2007 through PLANET now known as NALP. He has volunteered in the Plantscape industry since 2011, starting with the Plantscape Industry Alliance (P.I.A) organization as their chair of the awards program. In 2020 Elliott acquired I-Plants Magazine from Kathy Fediw. In 2021 American Hort passed on the International Plantscape Awards program and the Hall of Fame initiative to Elliott, to carry on these important industry initiatives which are now currently being advertised in I-Plants Magazine. Elliott has since partnered up with FNGLA and NHF to bring the annual International Plantscape Awards Gala to T.P.I.E which is North Americas largest tropical plant trade show. Elliott has taken and successfully completed numerous courses, one of them through, GPGB which specialized in economics of biophilic design. In 2020 Elliott rebranded what was formally known as the International Design Contest that had been running in I-Plants Magazine for over the past five years, in which he then revitalized and rebranded the old awards program into the Biophilic Design Awards program. Air Strength Canada has won several international awards over the last 14 years. Most recently their company won the Diamond award level in the Living Walls category for the installation and maintenance for the green walls at Canada's Diversity Gardens - The Leaf Conservatory located in Winnipeg, Manitoba, Canada.

PLANTS REMOVE CANCER CAUSING TOXINS FROM AIR

A ground-breaking study has revealed that plants can efficiently remove toxic petrol fumes, including cancer causing compounds such as benzene, from indoor air.

The study was led by University of Technology Sydney (UTS) bioremediation researcher Associate Professor Fraser Torpy, in partnership with leading plantscaping solutions company Ambius.

The researchers found that the Ambius small green wall, containing a mix of indoor plants, was highly effective at removing harmful, cancer-causing pollutants, with 97 per cent of the most toxic compounds removed from the surrounding air in just eight hours.

Poor air quality is responsible for 6.7 million premature deaths globally, according to the World Health Organisation. Most people spend 90% of their time indoors at home, school or the workplace, so adopting new strategies to improve air quality is critical.

Ambius General Manager Johan Hodgson

said the research presented new evidence into the critical role played by indoor plants and green walls in cleaning the air we breathe quickly and sustainably.

“We know that indoor air quality is often significantly more polluted than outdoor air, which in turn impacts mental and physical health. But the great news is this study has shown that something as simple as having plants indoors can make a huge difference,” Mr. Hodgson said.

Previous studies on indoor plants have shown they can remove a broad range of indoor air contaminants, however this is the first study into the ability of plants to clean up petrol vapours, which are one of the largest sources of toxic compounds in buildings worldwide.

Offices and residential apartment buildings often connect directly to car parks, either by doors or lift wells, making it difficult to avoid harmful petrol-related compounds seeping into work and residential areas. Many buildings are also exposed to petrol fumes from nearby roads and highways.

Breathing petrol fumes can lead to lung irritation, headaches and nausea, and has been linked to an increased risk of cancer, asthma and other chronic diseases from longer term exposure, contributing to decreased life expectancy.

Associate Professor Torpy said the study results, based on measurements from a sealed chamber, had far exceeded their expectations when it came to removing petrol pollutants from the air.

“This is the first time plants have been tested for their ability to remove petrol-related compounds, and the results are astounding.

“Not only can plants remove the majority of pollutants from the air in a matter of hours, they remove the most harmful petrol-related pollutants from the air most efficiently, for example, known carcinogen benzene is digested at a faster rate than less harmful substances, like alcohols.

“We also found that the more concentrated the toxins in the air, the faster and more effective the plants became at removing the toxins, showing that plants adapt to the conditions they’re growing in,” Associate Professor Torpy said.

Mr. Hodgson said the findings confirmed feedback they’d received after installing plants in hundreds of office buildings across the nation.

“At Ambius, we see over and over again the effects plants have in improving health, wellbeing, productivity and office attendance for the thousands of businesses we work with. This new research proves that plants should not just be seen as ‘nice to have’, but rather a crucial part of every workplace wellness plan.

“The bottom line is that the best, most cost effective and most sustainable way to combat harmful indoor air contaminants in your workplace and home is to introduce plants,” Mr. Hodgson said.
Click here to read the report: https://www.ambiusindoorplants.com.au/ambius-capability/ambius-and-uts-research- study.

The Science of Acclimatization

BY: CAROLYN J.C GOODIN CLP-I EMERITUS

The science of this subject is not easy to understand. The early research was seemingly straight forward. However, the newer research does not address what we learned back then. I have been mulling over this for weeks, but quite frankly I cannot find a connection. Let us just say that it is complicated. I have been able to glean some facts that are consistent with the anatomy and physiology of acclimatizing plants, but there seems to be inconsistencies as well. I will try not to blow any minds. Here is what we know.

The process by which plants are acclimatized is directly related to plant microstructure. Leaf morphology undergoes changes which were discovered with the advent of the electron microscope. This remarkable piece of equipment allowed us to see the microstructure of plant leaves. It also showed us that there are stacks of material within chloroplasts, which were named grana. As we observed leaf macro-anatomy, we saw, with the naked eye that acclimatized leaves had a different form from sun grown leaves. Leaves were longer and wider, but thinner than sun grown leaves. The waxy coatings of shade grown leaves was also thinner. The leaves were greener.

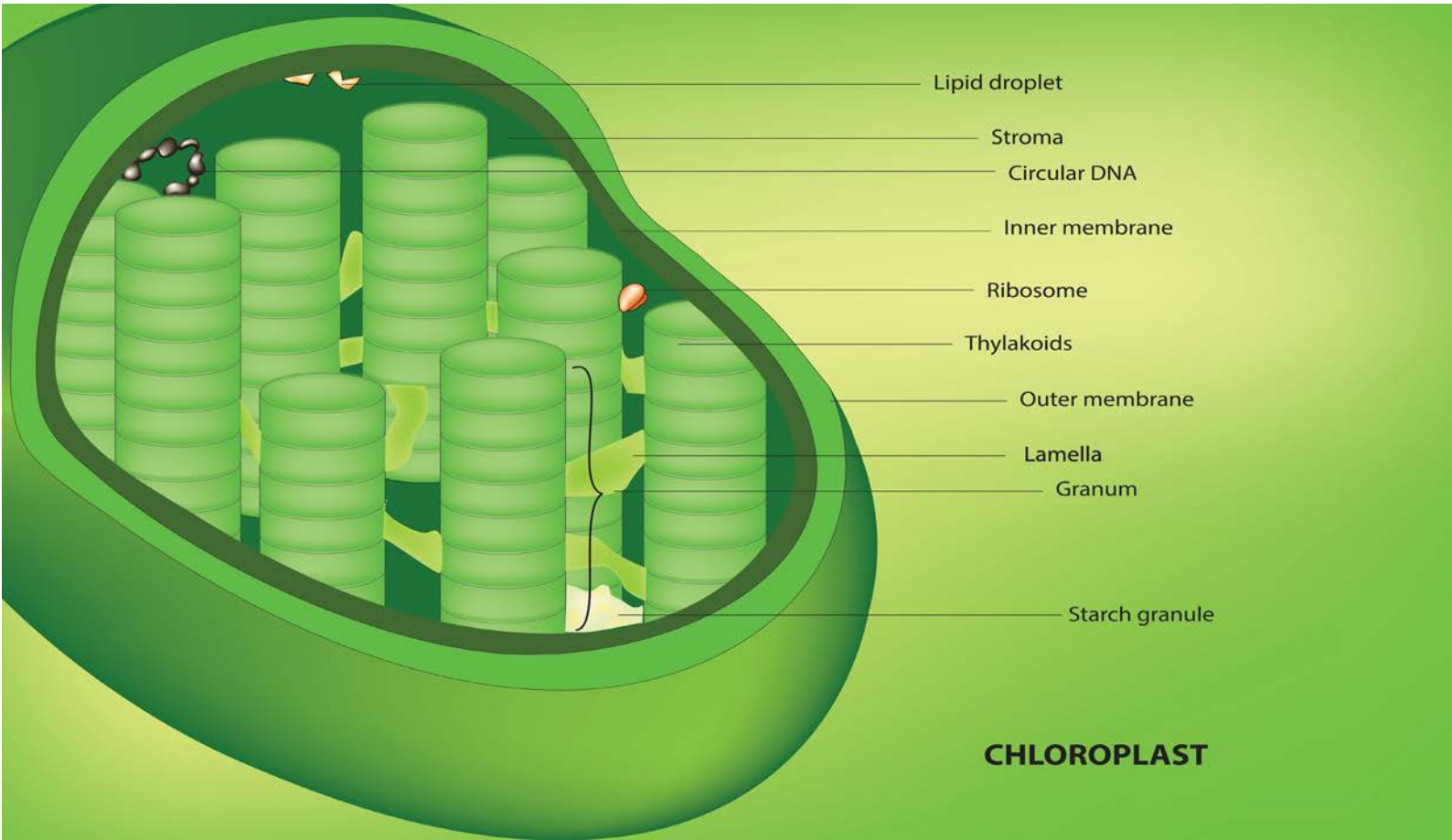
Electron microscopy, showed us the positions of grana. The positions appeared to have changed with changes in light levels. In full sun the grana remained in stacks, however once acclimated to lower light, grana appeared to tilt, or spread out. It was then postulated that grana are essentially, solar collectors! Depending on the available sun conditions, grana are oriented in vertical stacks, lying down flat, or somewhere in between.

Picture a stack of pennies. In full sun, the grana are in stacks. The spaces between each penny, allow for the occurrences of electro-chemical activities. For our purposes. and in the simplest of terms, light excitation occurs within the chloroplast, and the grana transfer messages through the stack. These messages are essentially, energy exchanges that occur during photosynthesis. However, it is much more complicated than this. It always is!

Later studies explained the why and how of this occurrence. We learned what grana are made of and somewhat how they work. Grana are stacks of **thylakoids**, which consist of multiple proteins, lipids, and enzymes surrounded by a membrane. Excitation of the membranes starts a chain reaction with so called messages filtering through the stack. Like the Kreb Cycle, as the messages move, energy is used but energy is also created.

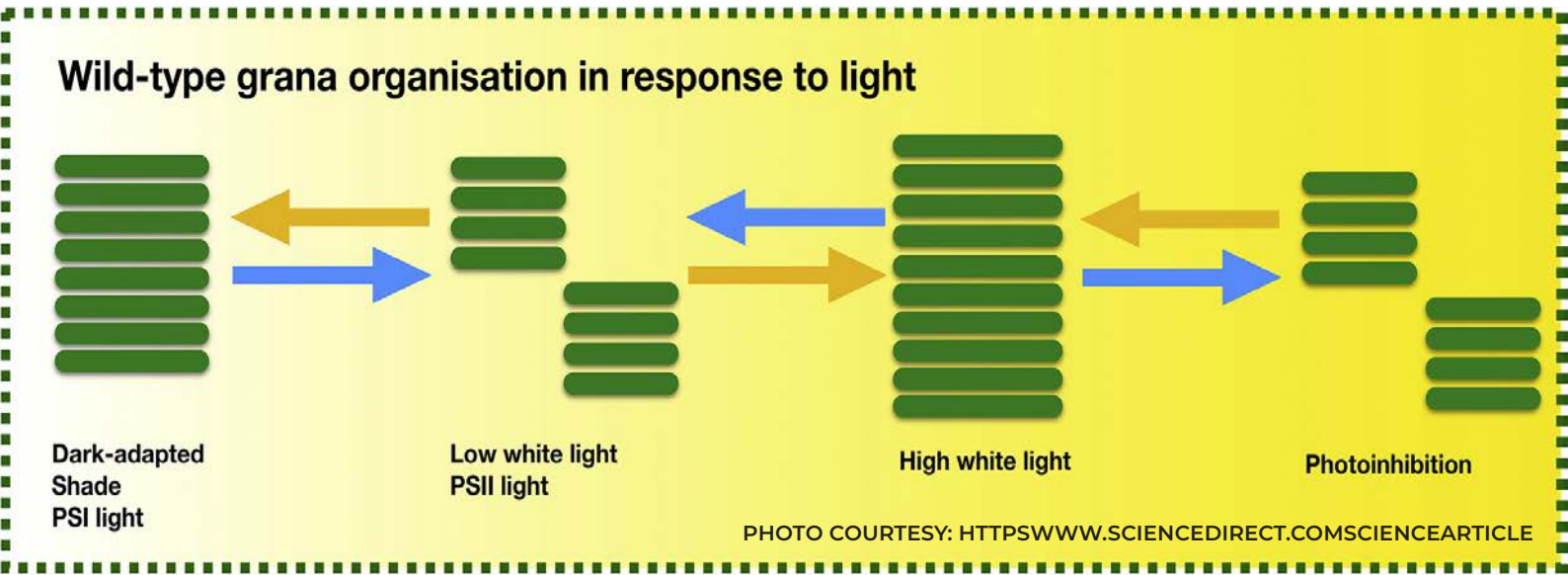
The plant is photosynthesizing and making food. In essence, photosynthesis occurs because of grana and within the micro-structure of the chloroplast.

With low light conditions, these stacks may be found close to the surface of the chloroplast in order to collect more light. In high light, they are found deeper within the chloroplast in order to avoid solarization or sunburn. Earlier research suggested that grana spread out flat to increase light collection. Newer research confirms grana are in stacks, but as far as orientation is concerned, it does not confirm nor deny that these stacks lie down in a flat manner. It does show that grana move closer to the surface of the chloroplasts in low light and move deeper in higher light. Further examination of the literature and/or new research is required to ascertain the mechanism by which this occurs. Do not fret, because I am as confused as you are.



It was believed, in shade grown plants, the grana are oriented differently. They are to a certain extent. However, it is now suggested that the entire stack of "pennies" spreads out, and moves toward the upper most edge of the chloroplast, such that more surface area is available, for the purpose of collecting more light. What is now believed that the chloroplasts, themselves, move to the surfaces of the cells. This explains why acclimatized leaves are greener than sun grown leaves. We may extrapolate that this relocation of the chloroplasts has something to do with phototropism. Exactly why and how is not clear. Thus, not only do leaves move toward the light, but individual chloroplasts do likewise. This is another example of how plant processes work together toward a common goal. Chloroplasts contain grana, as few as 10 or as many as 100. The number of grana is species and variety dependent.

We also learned that not all plants need to undergo acclimatization. Those plants which naturally grow in shaded environments are already adapted to low light conditions. They are growing under the canopy of larger plants found in the rain forest. We harden these off by giving them the opportunity to acclimate to further reduced lighting. Thus, we acclimatize plants, mainly palms, trees and shrubs, whose natural habit is found in high sun areas. However, these items grow in the middle of the canopy and are shaded by the tallest trees. Adapted to moderately high light, we must **slow** adapt these plants to help them perform well in the interior environment. Candidates are selected by studying these environs and choosing the most likely subjects to undergo the least radical of changes. This process is reversible. Common sense tells us that if we must **SLOW** adapt to low light, we must also slow adapt to high light. Placing an acclimatized plant directly into high light, solarization will occur with disastrous results. Acclimatization takes anywhere from several months to perhaps 2 years. We can appreciate much, that plants can acclimate. Without this ability, the Plantscaping Industry would not have been born. Patience is the key. Give them time and they will "learn" to grow in new conditions. It is a part of a survival instinct. **"But wait! There's more!"** Until next time stay well, keep learning, and STAY PROFESSIONAL!



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Biophilic design

BY: Ronald A. Wood PhD, BSc.

This phrase could be considered a shorthand technical description, or simply jargon.

Biophilia is now described as the concept that humans have an innate desire to connect with nature and natural systems, leading to biophilic design “to give designers a new framework to create spaces where people are healthier, more satisfied, and more productive. It goes beyond simple ideas like putting plants in a space or using natural materials to deeper forms and characteristics that evoke nature in a space.”

“When I use a word,” Humpty Dumpty said [to Alice], in rather a scornful tone, “it means just what I choose it to mean—neither more nor less.”

(“Alice’s Adventures in Wonderland” Lewis Carroll 1865)

Biophilic design now includes elements such as wood, stone, forest floor coloured carpet squares, jungle and forest wallpaper scenes, dead, dried, green dyed moss walls, plant shaped ornaments (artificial plants), timber-look aluminium cladding, wayfinding, cultural and ecological attachment to place, biomimicry, and “The use of natural materials such as wood, and spaces that include natural geometries such as fractals and curves, can be highly evocative and satisfy biophilic design needs.”
“If design doesn’t focus on aspects of the natural world that contribute to human health and productivity in the age-old struggle to be fit and survive, it is not biophilic.”

Kellert et.al 2015, Biophilic Design;

We can’t live without plants

Put simply, we evolved with living plants, they were here before us, preparing the way for us by increasing oxygen levels to the present day 21%. Plants don’t need us, but we couldn’t exist without plants, no matter how sophisticated we’ve become. As NASA scientist Dr. Bill Wolverton said, “if the green plants go, we go.”

Living plants will be with us, essential for our survival on Mars.

Design professionals are best placed to

which requires us to work. As a matter of fact, we spend much of our energy obtaining the sugar and oxygen we need to produce energy.

We source carbohydrates from living plants or animals that have eaten green plants, and we source oxygen from the air. Living plants release oxygen as a waste product of photosynthesis; we use that oxygen to fuel our metabolic reactions, and releasing carbon dioxide as a waste product. Plants use our waste product (CO_2) as the carbon source for carbohydrates. “The circular economy?”

Collaborating with a specialist interior landscape advisor

“It’s easy being green”

Successful long-term interior landscape installations can be easily achieved with early input with specialist interior landscape advice. Interior design teams face a number of challenges that can be addressed with a systematic approach that de-risks the whole process from design concept stage to installation and performance verification.

Leverage industry expertise for your team to help make the right decisions at the right time.

Permanent living plants (e.g. trees, palms, bamboo interior gardens) with the correct lighting for photosynthesis can do much more than be aesthetically pleasing.

Design professionals have an important role to play in delivering interior environments that enhance the health and wellbeing of building occupants, and living plants are a cost-effective way of achieving this, jargon free.

Ronald A. Wood PhD, BSc.
Interior Landscape Specialist Horticulturist*
Plant Lighting Specialist* CTBUH Horticulture Expert*

Return-to-Office Full Time Is Losing. Hybrid Work Is On the Rise

BY: ALANA SEMUELS
MAY 19, 2023 11:54 AM EDT

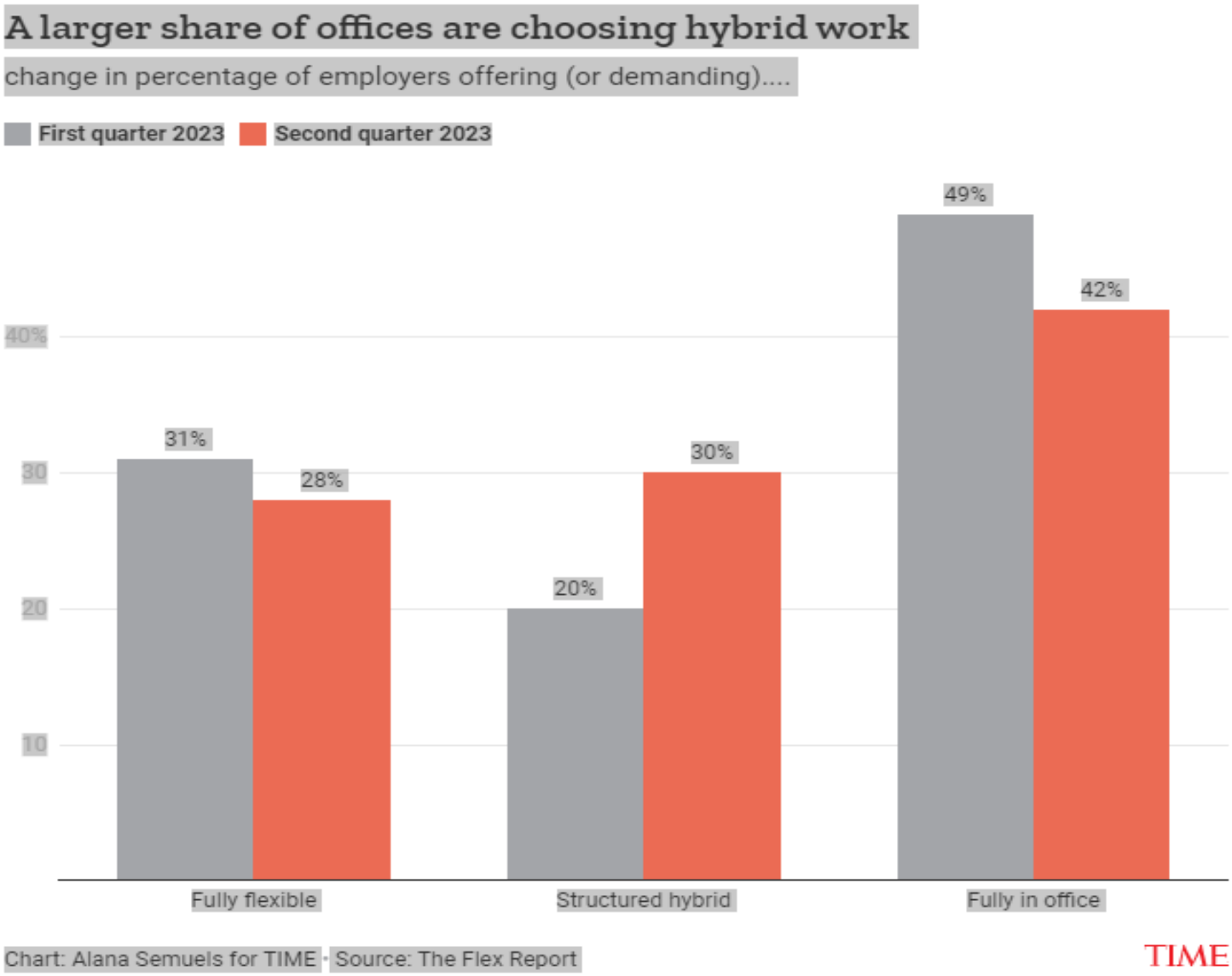
You might have thought that by the end of May, with the pandemic officially over, people would be getting back to the office. But a new report suggests that the share of workers in-office full time is actually shrinking as hybrid work is growing.

The share of people in the office full time dropped to 42% in the second quarter of 2023, down from 49% in the first quarter, according to The Flex Report, which collects insights from more than 4,000 companies employing more than 100 million people globally. Meanwhile, the share of offices with hybrid work arrangements hit 30% in the quarter, up from 20% the previous quarter.

A larger share of offices are choosing hybrid work
change in percentage of employers offering (or demanding)....

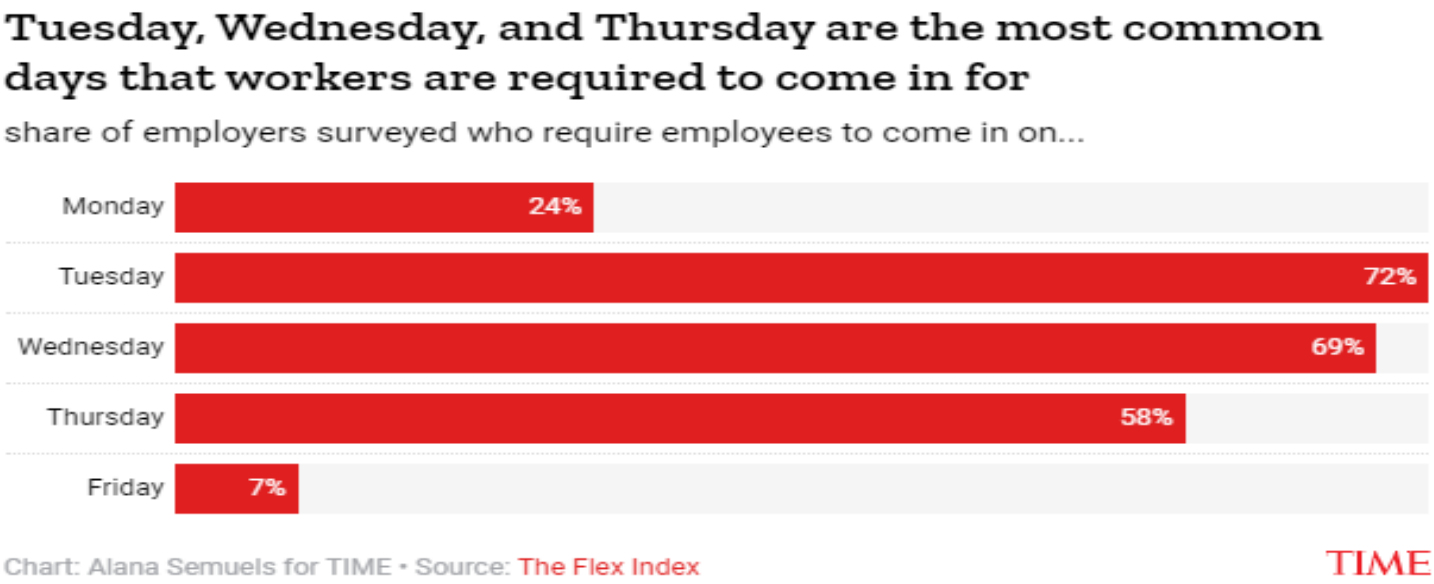
“It certainly looks like hybrid is gaining share,” says Robert Sadow, the CEO and co-founder of Scoop Technologies, which puts out the Flex report. “There’s an adoption cycle like any other technology—you have early adopters and laggards.”

Work is moving toward what Sadow calls “structured hybrid,” in which there are a set number of days that people are required to come into the office.



The average minimum days required is 2.53, with both two days and three days being popular, he says. Tuesday is the most popular day required, followed by Wednesday and Thursday. Few offices require a Friday presence, and only 24% require a Monday presence.

Of course, not all companies are going to accept that they can't get employees to return to offices for which they have to keep paying rent. Both Twitter and Tesla require full-time office attendance, and Apple is reportedly tracking employee attendance and threatening action against staff who don't come in. Workers at Disney are required to go into the office four days a week, though thousands signed a petition protesting the policy. Opponents argue that return to office policies disadvantage people of color and women who are discriminated against in person, and make life more challenging for working parents who don't want



to waste hours commuting and can't afford space near the office in today's housing market.

The Flex Report suggests that workplace flexibility differs dramatically depending on the company's industry, size, and location. Nearly two in three companies that have fewer than 500 employees are fully flexible, meaning employees can be remote if they want. By contrast, only 13% of companies with more than 50,000 employees are fully flexible, though 66% do allow for structured hybrid work.

States in the west and northeast parts of the U.S. have the highest share of companies that are fully flexible, with Oregon, Washington, and Colorado topping the list; Arkansas, Alabama and Louisiana had the highest share of companies that are full time in the office.

There are other signs, in addition to the Flex Report, that five-days-a-week return to office plans are not succeeding. The share of days worked from home, at around 30%, appears to have stabilized at about five times what it was before the pandemic, according to research by Nicholas Bloom, a Stanford professor who studies remote work. That could be a good thing for both employees and employers: One Bloom study found that people who worked from home were more productive and one-third less likely to quit than those who didn't.

Office occupancy in the top 10 most populous U.S. cities was just 49.9% of pre-pandemic levels the first week of May, according to data from Kastle Systems, which tracks keycard swipes across 2,600 buildings. One result of that trend is that consumer spending

has plummeted in center cities in places like New York, Los Angeles, and Washington, D.C.—meanwhile, home values in exurbs and suburbs have continued to surge.

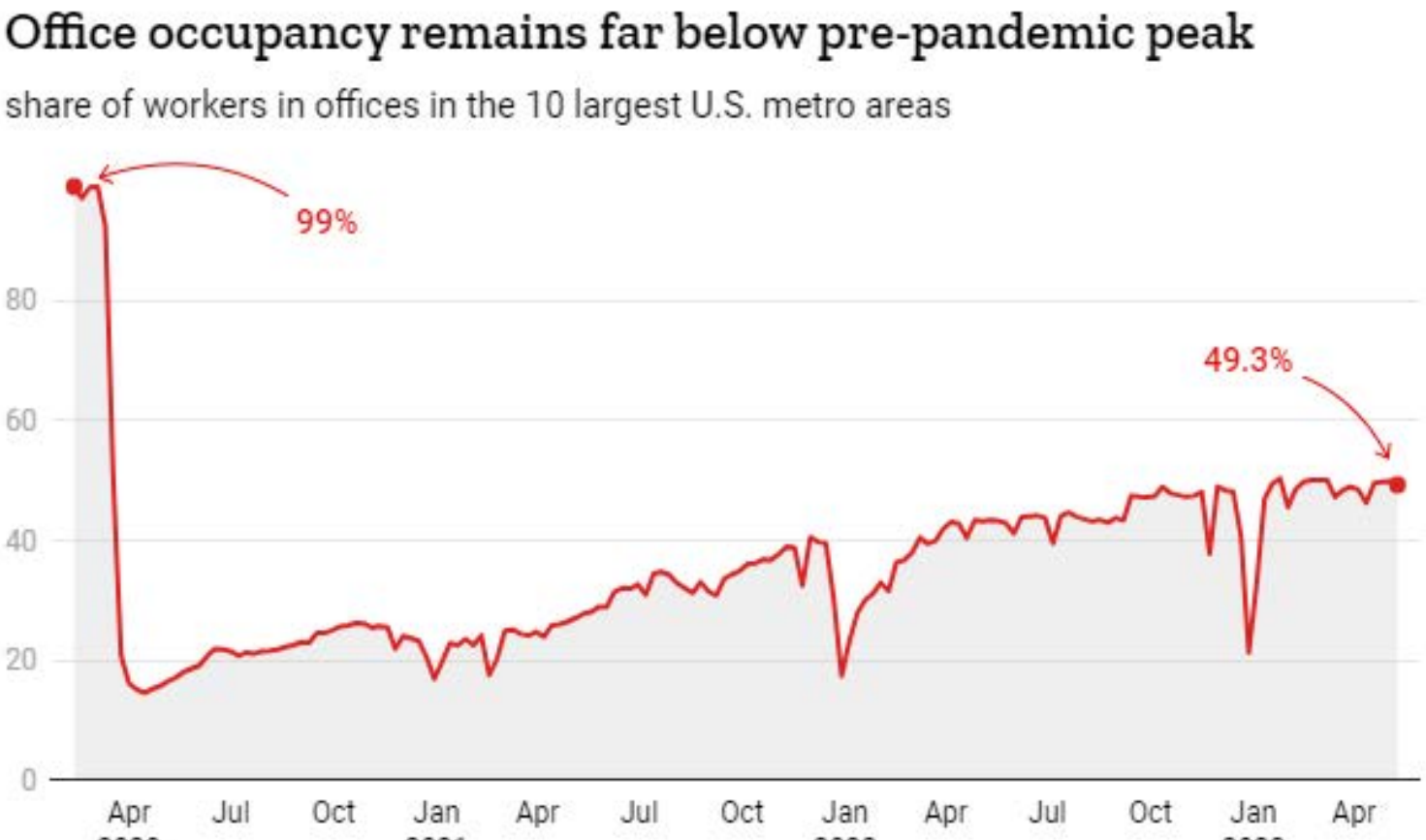
The commercial real estate market hasn't completely tanked yet because many companies are signed into long-term leases. What's more, the format of structured hybrid work means they can't dramatically shrink their spaces yet.

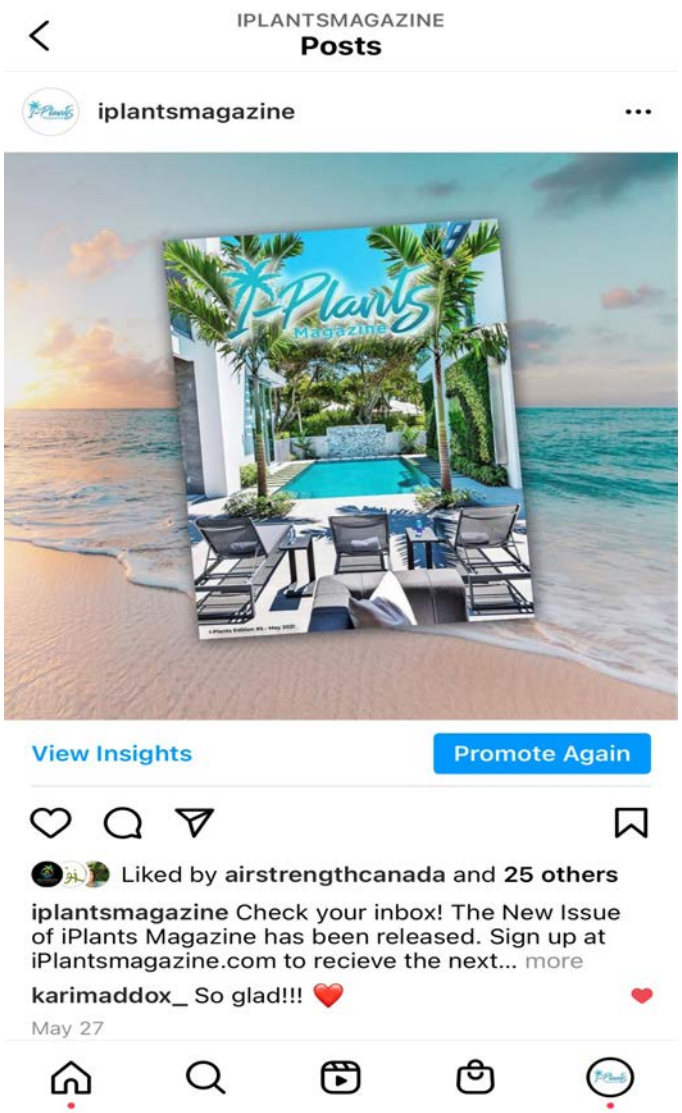
If every employee comes in three days a week, but they're the same three days a week, the company still needs the same amount of space as it did before the pandemic.
It's just paying for empty office space on certain days of the week.

Bloom expects the share of people working from home more frequently to only trend upward as technology advances.

With better video calls, augmented reality, and virtual reality, there may start to be less of a difference from working in an office and being at home, he says. Office occupancy rates may go up to 55%, he says, but he predicts they'll start trending down again by the end of 2024.

ARTICLE LINK SOURCE: https://time.com/6281252/return-to-office-hybrid-work/





I-Plants Magazine

2023 Ad Specifications and Costs:

Please send your ad as a high resolution vector file, acceptable formats are:
EPS, PDF, or JPEGS(300 dpi), ads do *not* require crop, bleed or trim marks.

Please send your ad file to I-Plants Marketing & Sales:
Email: hello@iplantsmagazine.com

- All transparency and layers flattened.
- Set Transparency Flattener to 2400 and 600; Images, 300 dpi for contones and a minimum 600 dpi (max. 1200) for lineart; Total Ink Limit in images is 300%.
- Fonts should be embedded/subset and should be PostScript,TrueType or OpenType.
- CMYK Colour only (No spot / Pantone colour or RGB colour).
- Ad image resolution 300dpi.
- Ad TAC 300%, the use of ISOcoated_v2_300_eci.icc is recommended.
- Neither custom transfer functions nor custom halftones should be used.

Full-Page Ad

Specs: W 210mm x H 297mm

Cost: **$399.99 USD (Inside Cover)**
$349.99 USD (Back Cover)
$299.99 USD (Regular)

Half-Page Ad

Specs: W 210mm x H 144mm

Cost: **$199.99 USD**

Quarter-Page Ad

Specs: W 93mm x H 135mm

Cost: **$129.99 USD**