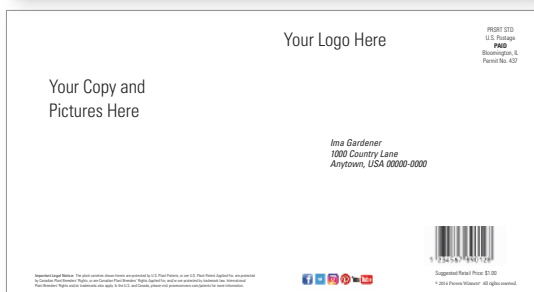




Cover design subject to change.



Gardener's Idea Book Co-op

This year more than 500,000 copies of the *Gardener's Idea Book* will be distributed to gardeners throughout North America from responses to Proven Winners' media campaigns. Be sure the 2019 edition gets in your customers' hands by taking advantage of our customized mailing offer. **We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center.** All you have to do is provide an Excel file with a mailing list and pay the postage costs.

☐ Option 1a: Standard Back Cover with Proven Winners logo

Add a marketing message limited to 45 characters to the back cover including your company's name. Your customer's mailing address will appear in up to 4 lines. **Deadline: March 1, 2019.**

Delivery within the continental US: \$68.00 per 100 addresses Delivery in Canada: \$175.00 per 100 addresses

☐ Option 1b: Replace Proven Winners logo with my company logo at no additional cost.

Logo dimensions must be at least 2" x 2". Your company logo file must be supplied as a high resolution pdf (300 dpi) along with your mailing list. **Deadline: January 18, 2019.**

If selecting Option 1b, are you using the same logo as a previous year? ☐ Yes ☐ No

For Option 1a or 1b, a minimum of 250 customer addresses is required.

Let us Design a Back Cover with You

☐ \$150 Custom Design Fee

☐ Option 2a: Printing and postage costs for 2000 to 5000 copies:

45¢ each, plus postage of \$68/100 addresses (\$175/100 Canadian addresses)

☐ Option 2b: Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$68/100 addresses (\$175/100 Canadian addresses)

A minimum of 2,000 customer addresses is required.

All orders for Option 2 must be placed by January 18, 2019.

For quantities of more than 10,000 copies, please call for a quote.

Add Your Logo to the Front Cover

☐ \$150 Custom Design Fee

☐ Option 3a: Please add our company logo to the front cover of the *Gardener's Idea Book*, in addition to designing the back cover.

☐ Option 3b: Please add our logo to the front cover. There is no need to change the back cover.

A minimum of 5,000+ copies is required for this option.

All orders for Option 3 must be placed by January 18, 2019.

For quantities of more than 10,000 copies, please call for a quote.

Postage rates subject to change without notice. Tax will be applied for printing and postage per state requirements.

Company Name _____ Contact Name _____

Street Address (to appear on back cover) _____ City _____

State/Province _____ Zip/Postal Code _____ Phone Number _____

Email Address _____

Marketing message (45 characters or less including spaces) _____

Quantity of *Gardener's Idea Books* needed for your mailing: _____ (Payment due upon submission.)

Cost of additional cases of 100 *Gardener's Idea Books*:

If you are participating in the co-op program, the cost is \$50 per case of 100 in continental US or \$60 per case of 100 in Canada.

If you are NOT participating in the co-op program, the cost is \$75 per case of 100 plus shipping for continental US or Canada.

Quantity of cases needed to ship to your location: (100 copies per case) _____ Extended Price: _____

Desired delivery date _____

Payment is due upon submission. Should the actual postage amount be less, we'll refund the balance if it exceeds \$50. Please email an Excel file with your customers' addresses (with a separate column for each field) to sandy@provenwinners.com. To ensure delivery by your desired delivery date, please provide address information six weeks in advance. **Need Help? Call Sandy at 815-895-1872**

Fax this form to Proven Winners at 815-895-1873. For faster service, submit your information online: www.provenwinners.com/gib-co-op

Varieties to be featured in the 2019 *Gardener's Idea Book*

Annuals:

ANGELFACE® Steel Blue *Angelonia*
 ANGELFACE® Wedgwood Blue *Angelonia*
 GOLDEN BUTTERFLY® *Argyranthemum*
 PURE WHITE BUTTERFLY® *Argyranthemum*
 VANILLA BUTTERFLY® *Argyranthemum*
 SILVER BULLET® *Artemisia*
 PEGASUS® *Begonia*
 SUREFIRE® Rose *Begonia*
 CAMPFIRE® Fireburst *Bidens*
 LADY GODIVA® Orange *Calendula*
 LADY GODIVA® Yellow *Calendula*
 SUPERBELLS® BLUE MOON PUNCH™ *Calibrachoa*
 SUPERBELLS® CARDINAL STAR™ *Calibrachoa*
 SUPERBELLS® Double Chiffon *Calibrachoa*
 SUPERBELLS® Double Orchid *Calibrachoa*
 SUPERBELLS® Doublette LOVE SWEPT™ *Calibrachoa*
 SUPERBELLS® GRAPE PUNCH™ *Calibrachoa*
 SUPERBELLS® HOLY COW!™ *Calibrachoa*
 SUPERBELLS® HOLY SMOKES!™ *Calibrachoa*
 SUPERBELLS® Red *Calibrachoa*
 SUPERBELLS® STRAWBERRY PUNCH™ *Calibrachoa*
 SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa*
 SUPERBELLS® Tropical Sunrise *Calibrachoa*
 SUPERBELLS® Yellow *Calibrachoa*
 TOUCAN® Scarlet *Canna*
 FAIRY DUST® Pink *Cuphea*
 VERMILLIONAIRE® *Cuphea*
 GRACEFUL GRASSES® PRINCE TUT™ *Cyperus*
 BERRIED TREASURE™ Red *Fragaria*
 KARALEE® Petite Pink *Gaura*
 STRATOSPHERE™ White *Gaura*
 TRUFFULA™ Pink *Gomphrena*
 HIPPO® Pink *Hypoestes*
 HIPPO® White *Hypoestes*
 Sweet Caroline Bewitched AFTER MIDNIGHT™ *Ipomoea*
 Sweet Caroline Bewitched GREEN WITH ENVY™ *Ipomoea*
 Sweet Caroline Kiwi *Ipomoea*
 Sweet Caroline Raven Improved *Ipomoea*
 Sweet Caroline Sweetheart Lime *Ipomoea*
 'Sweet Caroline Sweetheart Red' *Ipomoea*
 BETH'S BLUE® *Isotoma*
 LUSCIOUS® BERRY BLEND™ *Lantana*
 LUSCIOUS® CITRUS BLEND™ *Lantana*
 LUSCIOUS® Grape *Lantana*
 LUSCIOUS® Marmalade *Lantana*
 LUSCIOUS® Royale Cosmo *Lantana*
 LAGUNA® ULTRAVIOLET™ *Lobelia*
 LAGUNA® White *Lobelia*
 DARK KNIGHT™ *Lobularia*
 WHITE KNIGHT® *Lobularia*
 'Garden Gem' *Lycopersicon*
 'Garden Treasure' *Lycopersicon*
 GOLDDUST® *Mecardonia*
 Opal INNOCENCE® *Nemesia*
 SUNSATIA® BLOOD ORANGE™ *Nemesia*
 AMAZEL™ Basil *Ocimum*
 BRIGHT LIGHTS™ Double Moonglow *Osteospermum*

BRIGHT LIGHTS™ Yellow *Osteospermum*
 CHARMED® Wine *Oxalis*
 GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum*
 GRACEFUL GRASSES® 'Sky Rocket' *Pennisetum*
 GRACEFUL GRASSES® VERTIGO® *Pennisetum*
 SUPERTUNIA® BLACK CHERRY® *Petunia*
 SUPERTUNIA® Blue Skies *Petunia*
 SUPERTUNIA® BORDEAUX™ *Petunia*
 SUPERTUNIA® Daybreak Charm *Petunia*
 SUPERTUNIA® Giant Pink *Petunia*
 SUPERTUNIA® HONEY™ *Petunia*
 SUPERTUNIA® LATTE™ *Petunia*
 SUPERTUNIA® LOVIE DOVIE™ *Petunia*
 SUPERTUNIA® Mulberry Charm *Petunia*
 SUPERTUNIA® Really Red *Petunia*
 SUPERTUNIA® ROYAL VELVET® *Petunia*
 SUPERTUNIA® Trailing Silver *Petunia*
 SUPERTUNIA VISTA® Fuchsia *Petunia*
 SUPERTUNIA VISTA® Paradise *Petunia*
 SUPERTUNIA® White Charm *Petunia*
 MOJAVE® Fuchsia *Portulaca*
 MOJAVE® Red *Portulaca*
 MOJAVE® Yellow *Portulaca*
 ROCKIN'® Deep Purple *Salvia*
 ROCKIN'® Fuchsia *Salvia*
 ROCKIN'® 'Golden Delicious' *Salvia*
 ROCKIN'® PLAYIN' THE BLUES® *Salvia*
 SUNBINI® *Sanvitalia*
 WHIRLWIND® Pink *Scaevola*
 GRACEFUL GRASSES® Fiber Optic Grass *Scirpus*
 LEMON CORAL™ *Sedum*
 COLORBLAZE® Chocolate Drop *Solenostemon*
 COLORBLAZE® GOLDEN DREAMS™ *Solenostemon*
 COLORBLAZE® REDICULOUS™ *Solenostemon*
 COLORBLAZE® ROYALE APPLE BRANDY® *Solenostemon*
 COLORBLAZE® SEDONA SUNSET™ *Solenostemon*
 COLORBLAZE® Strawberry Drop *Solenostemon*
 COLORBLAZE® TORCHLIGHT™ *Solenostemon*
 SNOWSTORM® GIANT SNOWFLAKE® *Sutera*
 SNOWSTORM® Pink *Sutera*
 Tangerine Slice A-PEEL® *Thunbergia*
 CATALINA® White Linen *Torenia*
 METEOR SHOWER® *Verbena*
 SUPERBENA® Red *Verbena*
 SUPERBENA® Royale Plum Wine *Verbena*
 SUPERBENA® Royale Romance *Verbena*
 SUPERBENA SPARKLING® Amethyst *Verbena*
 SUPERBENA® Stormburst *Verbena*

Proven Selections varieties:

'Sprenger' *Asparagus*
 Heart of the Jungle *Colocasias*
 Butterfly 'Purple Emperor' *Echinacea*
 Goldilocks *Lysimachia*
 Glacier *Hedera*
 PATRICIA® *Hedera*
 Yellow Ripple *Hedera*
 MOLTEN LAVA™ *Oxalis*

Perennials:

DECADENCE® Deluxe 'Pink Lemonade' *Baptisia*
 FRUIT PUNCH® 'Spiked Punch' *Dianthus*
 LAKOTA™ Fire *Echinacea*
 TUSCAN GOLD™ 'Heliopsis
 'Tuscan Sun' *Heliopsis*
 RAINBOW RHYTHM® 'Ruby Spider' *Hemerocallis*
 DOLCE® 'Silver Gumdrop' *Heuchera*
 DOLCE® 'Spearment' *Heuchera*
 DOLCE® 'Wildberry' *Heuchera*
 FUN AND GAMES® 'Eye Spy' *Heucherella*
 FUN AND GAMES® 'Hopscotch' *Heucherella*
 SUMMERIFIC® 'Berry Awesome' *Hibiscus*
 SUMMERIFIC® Holy Grail *Hibiscus*
 SHADOWLAND® 'Autumn Frost' *Hosta*
 PYROMANIA™ 'Orange Blaze' *Kniphofia*
 SWEET ROMANCE® *Lavandula*
 'Pardon My Cerise' *Monarda*
 'Pardon My Lavender' *Monarda*
 'Cat's Pajamas' *Nepeta*
 PRAIRIE WINDS® 'Totem Pole' *Panicum*
 'Midnight Maquerade' *Penstemon*
 'Denim 'n Lace' *Perovskia*
 'Cloudburst' *Phlox*
 MAGIC SHOW® 'Wizard of Ahhs' *Veronica*

Shrubs:

LOW SCAPE® Mound *Aronia*
 VANILLA SPICE® *Clethra*
 KODIAK® Red *Diervilla*
 BOBO® *Hydrangea*
 FIRE LIGHT® *Hydrangea*
 GATSBY GAL® *Hydrangea*
 GATSBY PINK® *Hydrangea*
 GATSBY STAR® *Hydrangea*
 INCREDIBALL® *Hydrangea*
 INVINCIBELLE LIMETTA® *Hydrangea*
 INVINCIBELLE MINI MAUVETTE® *Hydrangea*
 INVINCIBELLE® Ruby *Hydrangea*
 INVINCIBELLE® Spirit II *Hydrangea*
 LET'S DANCE® RHYTHMIC BLUE® *Hydrangea*
 LITTLE LIME® *Hydrangea*
 PARAPLU® *Hydrangea*
 QUICK FIRE® *Hydrangea*
 TINY TUFF STUFF™ *Hydrangea*
 TUFF STUFF™ *Hydrangea*
 TUFF STUFF AH-HA® *Hydrangea*
 GEM BOX® *Ilex*
 SCENTLANDIA® *Itea*
 SUMMER WINE® Black *Physocarpus*
 AT LAST® *Rosa*
 OSO EASY HOT PAPRIKA® *Rosa*
 LEMONY LACE® *Sambucus*
 GLOW GIRL® *Spiraea*
 PROUD BERRY® *Symphoricarpos*
 'Filips Magic Moment' *Thuja*
 NORTH POLE® *Thuja*
 SONIC BLOOM® *Weigela*