



Montana Nursery & Landscape Association

Advertisers Information, Rates, & Contract

Publication Schedule

Publications will be available /distributed as follows:

The Leaflet Newsletter

MARCH
JUNE
SEPTEMBER

The Annual Membership Directory & Buyer's Guide

SEPTEMBER

Montana Green Expo Brochure

OCTOBER

Montana Green Expo Program

JANUARY

Descriptions & Circulation

The Leaflet Newsletter - In Print

Generally 16 pages, 8 1/2" x 11" format. Covers are two color, inside pages are black ink. Black, white, or grayscale advertisements only. Includes horticultural industry news of member interest, profiles of member companies, overview of horticultural products, and relevant Association information. Circulation is to MNLA members, allied associations and agencies. Approximately 350-400 each issue.

The Leaflet Newsletter - Online

The newsletter is also published online with each issue and exclusively online for the June edition. Access is made available to all MNLA members. These online editions also include hyperlinks to their advertisers for added reach and convenient accessibility. Online editions are archived so members can refer to past issues.

Montana Green Expo Brochure

Generally 8 to 12 pages, 8 1/2" x 11" format. Contains highlights of upcoming EXPO. Used as promo piece to ~2500 horticultural contacts in northwestern U.S. Black, white, or grayscale

advertisements only.

Montana Green Expo Program

Generally ~16 pages, 8 1/2" x 11" format. Contains complete details, schedule, speaker biographies, and registration information for MNLA's Montana Green Expo. Program is two color cover, B&W content. Black, white, or grayscale advertisements only. Distributed to ~300-400 EXPO attendees.

Membership Directory & Buyer's Guide

Generally 50 to 70 pages, 8 1/2" x 11" format, spiral bound. Covers are two color, inside pages are black ink on white text. Accepts only black, white, or grayscale advertisements. Includes comprehensive membership listings for all current MNLA members, contact information for industry resources and agencies, product information for members, information on Association products and advertising. Free to members; sold to non-members (\$25). Circulation is to MNLA members, allied associations and agencies. Approximately 400-450.

Artwork Deadlines & Distribution

The Leaflet Newsletter

<u>Art Deadline</u>	<u>Approx. Mail Date</u>
February 15	March 15
May 15	June 15
August 15	September 15

Membership Directory & Buyer's Guide

<u>Art Deadline</u>	<u>Approx. Mail Date</u>
July 1	September 15

Montana Green Expo Brochure

<u>Art Deadline</u>	<u>Approx. Mail Date</u>
August 15	October 10

Montana Green Expo Program

<u>Art Deadline</u>	<u>Delivery date</u>
November 1	January

Advertising Rates

prices are per issue

The Leaflet Newsletter

MNLA Member Rate
Non-Member Rate

Full Page	1/2 Page	1/4 Page	1/8 Page
\$140	\$94	\$63	\$44
\$196	\$132	\$110	\$88

Membership Directory & Buyer's Guide

MNLA Member Rate
Non-Member Rate

Full Page	1/2 Page	1/4 Page	1/8 Page
\$187	\$127	\$94	\$66
\$264	\$176	\$132	\$94

Inserts (available for Newsletter & Membership Directory)

MNLA Member Rate
Non-Member Rate

Full Page	1/2 Page	1/4 Page	1/8 Page
\$187	N/A	N/A	N/A
\$275	N/A	N/A	N/A

Montana Green Expo Brochure

MNLA Member Rate
(unavailable to non-members)

Full Page	1/2 Page	1/4 Page	1/8 Page
\$310	\$210	\$160	\$115

Montana Green Expo Program

MNLA Member Rate
(unavailable to non-members)

Full Page	1/2 Page	1/4 Page	1/8 Page
\$190	\$128	\$86	\$60

Price for inserts (above) includes inserting your flyer (single sheet of 8 1/4" w x 10 1/2" h, no greater than 70# paper) into the publication, postage and, if needed, trimming the edges of the insert to fit in the publication. Advertiser provides flyers/inserts unless arrangements are made with us to produce your material.

Discounts

- 10%** — Advertise in a year's worth of *The Leaflet* and the annual *Membership Directory* and receive a 10% discount from your total advertising bill. The 10% can also be taken off any "insert" advertisements.
- 15%** — Advertise in a year's worth of *The Leaflet* (that's two print and one online issue), the *Membership Directory*, and either the **Expo brochure** or **Expo Program**, and receive a 15% discount off your total advertising bill. The 15% can also be taken off any "insert" advertisements.

Obligations & Terms

- Charges for ads requiring alterations will be billed at \$45 per hour.
- We reserve the right to refuse or edit any advertisement for any reason we deem necessary. The advertiser will be responsible for any loss or expense to the publisher arising out of publication of such advertisement including those resulting from claims for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- Publisher has the right to place the word "Advertisement" when an ad resembles an editorial.
- All accounts eligible for billing must be paid within 30 days. The advertiser and/or its agency is ultimately responsible for all costs, including late fees and collections.
- All monies received by MNLA, even if not intended, will be applied to any outstanding accounts.
- Rates listed are net. All ads are non-commissionable. All rates are U.S. funds, payable in U.S. funds.
- Cancellations should be faxed or mailed to the MNLA office before the advertising artwork due date. Any cancellations received after the artwork due date will be charged full payment.
- Advertiser's accounts will be adjusted if the advertiser uses a different number of insertions than originally contracted for. Advertisers are responsible for the balance due as a result of the adjustment.
- Member rates apply to all MNLA members or those who have applied for membership.

Last updated: February 2013

Art Requirements

Materials

Computer-to-plate printing is used in the printing of all MNLA publications, which requires digital files. Your final advertising copy should be sent via an e-mail attachment to MNLA in high-resolution PDF (Adobe Acrobat) format. All publications are generally saddle-stitch bound. Materials will not be returned unless requested in writing at the time of submission.

Format

Your final advertising copy should be sent via an e-mail attachment to MNLA in high-resolution PDF (Adobe Acrobat) format. The ad size must match MNLA specifications (see size samples at right).

MNLA cannot be held responsible for the printed quality of any ad materials that do not meet the criteria established above.

Any alterations on advertisements will be charged for and advertiser must coordinate changes with the MNLA Executive Director.

All advertising is black and white or gray scale. Print copy should be no less than 100 lines per inch (lpi) and screens should not be less than 30%.

Electronic copy is required on all advertising unless arrangements are made in advance.

Assistance & Technical Support

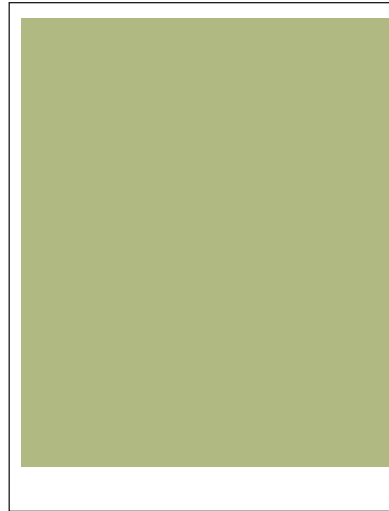
MNLA is happy to assist you in creating camera-ready artwork, but charges an additional fee of \$45/hour for this service. If you have questions about submitting electronic art files, you are welcome to contact MNLA for technical assistance.

Where to Send Materials

Send advertising materials or inquiries to:

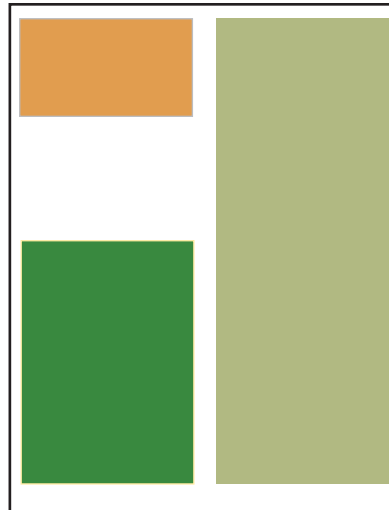
Jyl Story
Executive Director

Montana Nursery & Landscape Association
P.O. Box 215, Park City, MT 59063-0215
Phone: (406) 755-3079
Fax: (406) 633-2032
ED@plantingmontana.com
www.plantingmontana.com



Full Page
7"w x 9"h

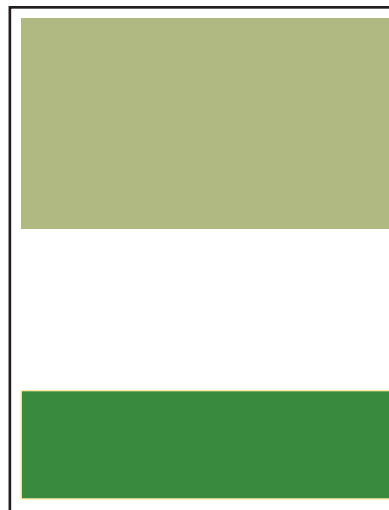
All **Inserts** are no larger than 8 1/4"w x 10 1/2"h



1/2 Page Vertical
3 1/2"w x 9"h

1/4 Page Vertical
3 1/2"w x 4 1/2"h

1/8 Page
3 1/2"w x 2"h



1/2 Page Horizontal
7 1/4"w x 4 1/2"h

1/4 Page Horizontal
7 1/4"w x 2 1/4"h

