



Montana Nursery & Landscape Association

Banner Advertisers Information, Rates, & Contract

Publication Schedule

Banner ads are published on the 15th of each month. New ads are due on the 10th of the month. Ads received after the 10th will be published on the 15th of the following month.

Ads will run for a period of 90 days from submission. One edit is included in the 90-day interval billing period.

30-day renewal notices are sent out on the first of each month.

Description & Circulation

The MNLA Website

MNLA's new website has already started quite a buzz and will be expanding its audience within the horticulture community in the coming months.

While the horticulture community is relatively small by comparison to a Google marketplace for example, it is a highly relevant and targeted audience that buys and sells within the nursery and landscape community through the Northwestern states and Canada.

MNLA has relationships and weblinks to many of these organizations currently, which is improving the site's Google appeal for search engines and referrals.

The banner advertising will run on the top of the MNLA Home Page just below the masthead. It is a standard 728x90 pixels in size

Banner ads run for a period of 90 days once they are initially loaded into the site.

See Banner Ad Specifications below.

MNLA offers one ad edit during the 90-day period at no extra charge.

MNLA has graphic designers available to help in developing the initial ad. Rates are \$60/hr. and it usually takes less than 2 hours to complete a suitable, final ad.

Banner Ad Intervals, Deadlines & Specifications

Banner ad submission deadline is the 10th of each month.

Ads will be posted on the 15th of each month after receipt, payment and approval by MNLA.

Ads are posted for **90 day intervals**. Advertisers can sign up for more than one interval or even an entire year (at a discount).

Banner ads are industry standard horizontal ads measuring **728 pixels x 90 pixels**. If ads are submitted larger than this, they will be clipped to size.

Ads should be submitted at **72 dpi** resolution in **jpg/png/gif format**; preferably less than **100 KBytes** in size to maximize loading efficiency.

Ads can be emailed to BannerAds@plantingmontana.com.

See the following Ad Rates information and Advertising Contract. Ads can also be placed online at www.plantingmontana.com>Publications>Advertising>Banner Ads

Banner Advertising Rates

Banner Advertising (effective October 1, 2014)

prices are per ad for 90-day interval

| | |
|------------------|------|
| MNLA Member Rate | \$60 |
| Non-Member Rate | \$90 |

Discounts

5% — Banner advertise for **one full-year and receive a 5% discount** off published banner advertising rates.

Already participating in one of MNLA's annual print ad discount programs? If so, take **an additional 5% off** your Banner Advertising and Save More!

* **INTRODUCTORY OFFER** applies to the first 90-day interval, so long as that advertising interval begins before 1/1/2015.

Obligations & Terms

- Charges for ads requiring alterations will be billed at \$45 per hour.
- MNLA reserves 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, mailed, or emailed to the MNLA office. There are no refunds once a banner advertisement has been placed on the MNLA website. It will be removed from the website at any time if requested by the advertiser.
- Member rates apply to all MNLA members or those who have applied for membership.

Last updated: October 2014



Montana Nursery and Landscape Association BANNER ADVERTISING CONTRACT

PO Box 215 • Park City, MT 59063-02215 • (406) 755.3079 • www.plantingmontana.com

BANNER ADVERTISING RATES

Pricing effective October 2014

Banner Ad (90-day interval minimum):

| | Member Rate | Non-member Rate |
|---|-------------|-----------------|
| <input type="checkbox"/> Beginning 15th of _____ (enter month) | \$60 | \$90 |
| <input type="checkbox"/> Two 90-day intervals beginning 15th of _____ (enter month) | \$120 | \$180 |
| <input type="checkbox"/> Three 90-day intervals beginning 15th of _____ (enter month) | \$180 | \$270 |
| <input type="checkbox"/> One full year (includes 5% discount) beginning 15th of _____ (enter month) | \$228 | \$342 |

Where to Send Materials

Send general inquiries

to: Jyl Story
Executive Director
ed@plantingmontana.com

Montana Nursery & Landscape Association

P.O. Box 215, Park City, MT 59063
Phone: (406) 755-3079
Fax: (406) 633-2032

Send advertising materials to:

bannerads@plantingmontana.com
www.plantingmontana.com

Total Banner Advertising Cost

Cost for all Banner Ads from above: \$ _____

(see chart above to help calculate your Total Banner Advertising Cost)

Note: If you are also a Print Advertiser with

MNLA, please take an additional 5% NOW — \$ _____

Total Cost for all Banner Ad placements: \$ _____

Payment Information

Payment is expected at time of order.

Check Enclosed Credit Card Visa MC

Credit Card Number _____ CVV _____

Expiration Date _____

Name as printed on credit card _____

Billing address Street _____ City _____ State _____ Postal Code _____

Signature _____

Contact Information

Company/Agency _____

Contact Person _____

Client Name (for advertising agencies, if applicable) _____

Address _____

City _____ State _____ Zip/Postal Code _____

() _____ () _____

Phone _____ Fax _____

E-mail address _____

Authorized Signature _____

The Purchaser agrees to pay all amounts due to the Montana Nursery & Landscape Association in full in accordance with the obligations and terms stated in "Information for Advertisers". Any amount not paid when due to MNLA may be charged a late fee. A service charge shall be payable by the Purchaser for any check returned to the Purchaser's bank. MNLA does not waive any additional remedy available under applicable state law for any check returned by the Purchaser's bank due to insufficient funds.

The Purchaser shall pay all attorneys' fees, collection and court costs and any other expenses incurred by MNLA to collect any obligations owing by the Purchaser, whether or not incurred with litigation. The Purchaser agrees that the venue of any action to enforce this Agreement shall, at MNLA's option, be in the County in which MNLA is located.