



Montana Nursery & Landscape Association

Advertisers Information, Rates, & Contract

Publication Schedule

Publications will be available /distributed as follows:

The Leaflet Newsletter

MARCH • JUNE • OCTOBER

**The Annual
Membership Directory &**

Buyer's Guide

SEPTEMBER

**Montana Green Expo
Brochure - NOVEMBER
Program - JANUARY**

Descriptions & Circulation

The Leaflet Newsletter - In Print

MNLA's official member newsletter. Includes horticultural industry news, profiles of member companies, overview of horticultural products, and relevant Association information. Audience is landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors and arborists. The newsletter is also published online with each issue. Access is made available to all MNLA members. You can add a hotlink to your website from the online edition for added reach and convenient accessibility. Online editions are archived so members can refer to past issues. The Leaflet is an excellent way to target your ad dollars directly to your customers. Ads may be in black and white or color may be added at an additional cost. Generally 20-24 pages, 8 1/2" x 11" format. Mailed to approximately 250-300 MNLA member companies.

The Leaflet Newsletter - Advertorial

An Advertorial is not an ad placement. Advertorial content should be written in the style of an article, and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Submission includes text document (600-1,300 words) and images. Images should show product being used as intended. Ideas and solutions within the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that The Leaflet newsletter endorses the advertiser's organization, nor the content presented.

Labeling as

"Advertorial" will follow the Federal Trade Commission's guidelines and be done in close proximity to the ad. Must also purchase minimum half-page ad for issue in which advertorial will be printed. Advertorial spaces available in each issue of the Leaflet Newsletter. 8 1/2" x 11" format.

Mailed to approximately 250-300 MNLA member companies.

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 ~600 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 ~200-250 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 250-300.

Digital Advertising

Capture attention on the MNLA's official website, www.plantingmontana.com with a display ad that will appear in rotation on home page and throughout site. Submit artwork sized to 510x425 px as .jpg, .png, or .gif (max 3-second animation), no larger than 200KB. You may also submit an upcoming event that will be featured on home page, and listed in the Industry Events section. Submit 300x650 px image as .jpg, no larger than 200KB, and include Event Title, Event Description, and Call to Action. Event ad will run for 4-weeks. Submit 2 weeks before desired start date.

Artwork Deadlines & Distribution

The Leaflet Newsletter

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

Membership Directory & Buyer's Guide

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

Montana Green Expo Brochure

<u>Art Deadline</u>	<u>Approx. Mail Date</u>
October 1	November 15

Montana Green Expo Program

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

Digital Advertising

<u>Art Deadline</u>	<u>Delivery date</u>
25th of the month prior	Monthly

Advertising Rates

prices are per issue

The Leaflet Newsletter

MNLA Member Rate - Add \$50 per issue for full color ads
 Non-Member Rate - Add \$75 per issue for full color ads
 Add-On Website Hotlink from Online Leaflet
 (during months you run Leaflet ad)
 Advertorial (see guidelines) MNLA members only

Full Page	1/2 Page	1/4 Page	1/8 Page
\$199	\$149	\$99	\$69
\$249	\$189	\$149	\$129
\$25			
\$249			

Membership Directory & Buyer's Guide

MNLA Member Rate
 Non-Member Rate

Full Page	1/2 Page	1/4 Page	1/8 Page
\$249	\$199	\$129	\$89
\$329	\$279	\$189	\$149

Inserts (available for Newsletter & Membership Directory)

MNLA Member Rate
 Non-Member Rate

Full Page	1/2 Page	1/4 Page	1/8 Page
\$249	N/A	N/A	N/A
\$329	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
\$249	\$199	\$129	\$89

Montana Green Expo Program

MNLA Member Rate
 (unavailable to non-members)

Full Page	1/2 Page	1/4 Page	1/8 Page
\$249	\$199	\$129	\$89

Digital Advertising

Display Ad (unavailable to non-members)
 Featured Event (unavailable to non-members)

\$47/month
 \$47/4 wk run

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 three print and online issues each), 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 \$60/hr.
- 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.
- AvCancellations 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: December 2022

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 200 lines per inch (lpi), but 300 is preferred. Screens should not be less than 30%.

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

Assistance & Technical Support

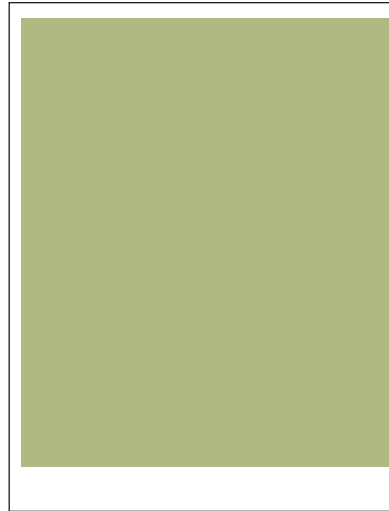
MNLA is happy to assist you in creating camera-ready artwork, but charges an additional fee of \$60/hour for this service. If you have questions about submitting electronic art files, you are welcome to contact MNLA for technical assistance.

Where to Send Materials

Send advertising materials or inquiries to:

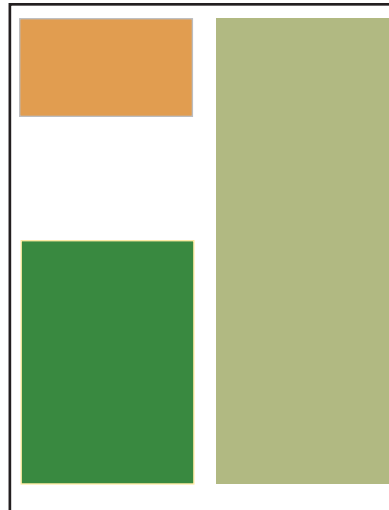
Gina Albaugh
Executive Director

Montana Nursery & Landscape Association
P.O. Box 20353, Billings, MT 59104-0353
(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



Montana Nursery and Landscape Association

ADVERTISING CONTRACT

PO Box 20353 • Billings, MT 59104-0353 • (406) 755-3079 • www.plantingmontana.com

The Leaflet Newsletter Member Dir./Buyer's Guide MT Green Expo Brochure MT Green Expo Program

Ad Size:

Full page
 1/2 Pg. Horiz. Vert.
 1/4 Pg. Horiz. Vert.
 1/8 Pg.
 Full Color Addition
 Hotlink
 Advertorial

Cost/issue: \$ _____

Indicate issue(s):
 March Year _____
 June Year _____
 October Year _____

Total Cost: \$ _____

Ad Size:

Full Pg.
 1/2 Pg. Horizontal
 1/2 Pg. Vertical
 1/4 Pg. Horizontal
 1/4 Pg. Vertical
 1/8 Pg.

Cost/issue: \$ _____

Indicate Year for Publication: _____

Total Cost: \$ _____

Ad Size:

Full Pg.
 1/2 Pg. Horizontal
 1/2 Pg. Vertical
 1/4 Pg. Horizontal
 1/4 Pg. Vertical
 1/8 Pg.

Cost/issue: \$ _____

Indicate Year for Publication: _____

Total Cost: \$ _____

Ad Size:

Full Pg.
 1/2 Pg. Horizontal
 1/2 Pg. Vertical
 1/4 Pg. Horizontal
 1/4 Pg. Vertical
 1/8 Pg.

Cost/issue: \$ _____

Indicate Year for Publication: _____

Total Cost: \$ _____

Inserts Digital Advertising Total Advertising Cost

No larger than 8 1/4" x 10 1/2"
 The Leaflet Membership Directory

Cost/issue: \$ _____
Year for Publication: _____
Total Cost: \$ _____

Display Ad Featured Event

Cost/Month: \$ _____
Month for Publication: _____
Total Cost: \$ _____

Total Cost for all ad placements: \$ _____

(apply only one discount, not both)

* Discounts (if eligible)
10% (all Newsletters + Directory) — \$ _____
15% (all Newsletters, Directory, & Expo Program or Brochure) — \$ _____

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

TOTAL DUE \$ _____

Payment Information

Payment is expected at time of order.

Check Enclosed Credit Card: Visa MC Amex

Credit Card Number

Expiration Date CVV Code

Name as printed on credit card

Signature

A 3% processing fee will be assessed to all payments made by credit card.

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.

10% — Advertise in a year's worth of **The Leaflet** and the annual **Membership Directory** and subtract 10% 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 four issues), the **Membership Directory**, and either the **Expo Brochure or Expo Program**, and you can subtract 15% off your total advertising bill. The 15% can also be taken off any "insert" advertisements.