



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 full color. 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. Full color advertisements.

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 full color. Distributed to ~200-250 EXPO attendees.

Membership Directory & Buyer's Guide

Generally 50 to 70 pages, 8 1/2" x 11" format. This is a full color publication. 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. 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>
March 1	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

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$249	\$199	\$149	\$119
Non-Member Rate	\$324	\$264	\$224	\$204
Add-On Website Hotlink from Online Leaflet (during months you run Leaflet ad)	\$25			
Advertorial (see guidelines) MNLA members only	\$299			

Membership Directory & Buyer's Guide

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$299	\$249	\$179	\$139
Non-Member Rate	\$404	\$354	\$264	\$224

Inserts (available for Newsletter & Membership Directory)

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$249	N/A	N/A	N/A
Non-Member Rate	\$329	N/A	N/A	N/A

Montana Green Expo Brochure

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate (unavailable to non-members)	\$299	\$249	\$179	\$139

Montana Green Expo Program

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate (unavailable to non-members)	\$299	\$249	\$179	\$139

Digital Advertising

Display Ad (unavailable to non-members)	\$49/month
Featured Event (unavailable to non-members)	\$49/4 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.
- 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: November 2023

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 full color. 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

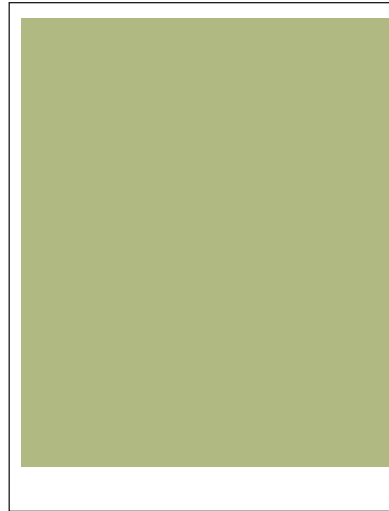
MNLA is happy to assist you in creating camera-ready artwork, but charges an additional fee of \$60/hour for this service. If you have questions about submitting electronic art files, you are welcome to contact MNLA for technical assistance.

Where to Send Materials

Send advertising materials or inquiries to:

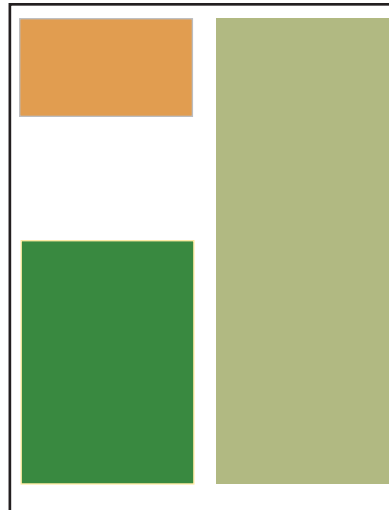
Gina Albaugh
Executive Director

Montana Nursery & Landscape Association
P.O. Box 20353, Billings, MT 59104-0353
(406) 755-3079
Fax: (406) 633-2032
advertising@plantingmontana.com
www.plantingmontana.com



Full Page
8"w x 10.25"h

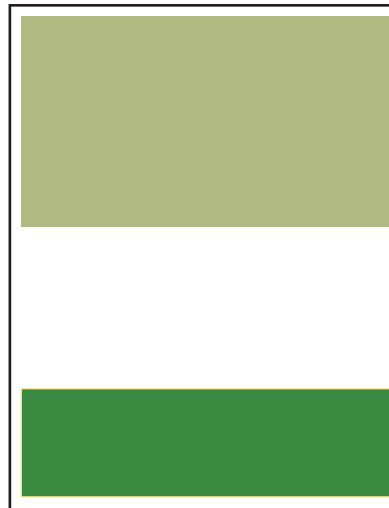
All **Inserts** are no larger than 8 1/4"w x 10 1/2"h



1/2 Page Vertical
3.875"w x 10.25"h

1/4 Page Vertical
3.875"w x 5"h

1/8 Page
3.875"w x 2.375"h



1/2 Page Horizontal
8"w x 5"h

1/4 Page Horizontal
8"w x 2.375"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.

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) — \$ _____

TOTAL DUE \$ _____

Payment Information

Contact Information

Company/Agency

Contact Person

Client Name (for advertising agencies, if applicable)

Address

City State Zip/Postal Code

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Phone Fax

E-mail address

Authorized Signature

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.

*** Discounts**
(If eligible, please apply only one discount to your order. All discounts are based upon advance payment.)

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 three 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.