

Montana Nursery & Landscape Association

Advertisers Information, Rates, & Contract
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Last updated: February 2013

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

Art Deadline
February 15
May 15
August 15
August 15
Approx. Mail Date
March 15
June 15
September 15

Membership Directory & Buyer's Guide

Art Deadline
July 1
Approx. Mail Date
September 15

Montana Green Expo Brochure

Art Deadline Approx. Mail Date
August 15 October 10

Montana Green Expo Program

Art Deadline Delivery date
November 1 January

Advertising Rates

	prices are per issue			
The Leaflet Newsletter	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate Non-Member Rate	\$140 \$196	\$94 \$132	\$63 \$110	\$44 \$88
Membership Directory & Buyer's Guide	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate Non-Member Rate	\$187 \$264	\$127 \$176	\$94 \$132	\$66 \$94
Inserts (available for Newsletter & Membership Directory)	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate Non-Member Rate	\$187 \$275	N/A N/A	N/A 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)	\$310	\$210	\$160	\$115
Montana Green Expo Program	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate (unavailable to non-members)	\$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 saddlestitch 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.

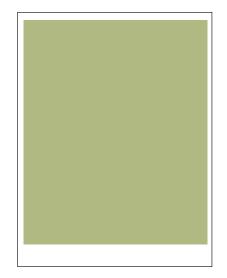
Where to Send Materials

Send advertising materials or inquiries to:

Jyl Story Executive Director

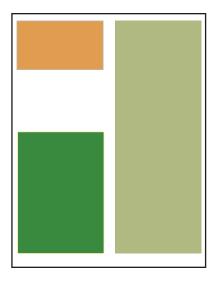
Montana Nursery & Landscape Association P.O. Box 215, Park City, MT 59063-0215

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

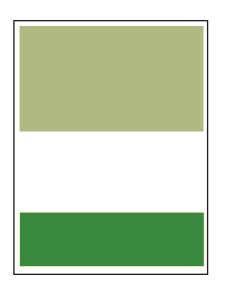


1/2 Page Vertical

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



Montana Nursery and Landscape Association

ADVERTISING CONTRACT

PO Box 215 • Park City, MT 50631-0215 • (406) 755-3079 • www.plantingmontana.com

The Leaflet Newsletter	Member Dir. /Buyer's Guide	MT Gre	een Expo Brochure	MT Green Expo Program	
Ad Size: Full page 1/2 Pg. Horizontal 1/2 Pg. Vertical 1/4 Pg. Horizontal 1/4 Pg. Vertical 1/8 Pg. Cost/issue: \$	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: \$	Cost	ize: Full Pg. 1/2 Pg. Horizontal 1/2 Pg. Vertical 1/4 Pg. Horizontal 1/4 Pg. Vertical 1/8 Pg. /issue: \$ ate Year for Publication:	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: \$	
The Leaflet Insert	Membership Directory Ir	sert	Total Advertising Cost		
Ad Size no larger than 8 1/4" x 10	Ad Size no larger than 8 1/4"	x 10	Total Cost for all ad placements: \$		
1/2" Cost/issue: \$ Year for Publication: Total Cost: \$ Contact Information			(apply only one discount, not both) * Discounts (if eligible) 10% (all Newsletters + Directory) — \$ 15% (all Newsletters, Directory, & Expo Program or Brochure) — \$		
Contact information			TOTAL DUE	\$	
Company/Agency Contact Person Client Name (for advertising agencies, if applicable)			Payment Information Payment is expected at time of order. Check Enclosed Credit Card: Visa MC		
Address			Credit Card Number		
City State Zip/Postal Code			Expiration Date CVV Code		
() Phone Fax			Name as printed on credit card		
E-mail address			Signature		
Authorized Signature			 * 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 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. 		
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.					