



# 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. Black, white, or grayscale advertisements only. 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](http://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

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$147	\$99	\$66	\$46
Non-Member Rate	\$206	\$139	\$116	\$92
Add-On Website Hotlink from Online Leaflet (during months you run Leaflet ad)	\$25			
Advertorial (see guidelines) MNLA members only	\$200			

## Membership Directory & Buyer's Guide

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$196	\$133	\$99	\$66
Non-Member Rate	\$277	\$185	\$139	\$99

## Inserts (available for Newsletter & Membership Directory)

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate	\$196	N/A	N/A	N/A
Non-Member Rate	\$289	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)	\$200	\$134	\$90	\$63

## Montana Green Expo Program

	Full Page	1/2 Page	1/4 Page	1/8 Page
MNLA Member Rate (unavailable to non-members)	\$200	\$134	\$90	\$63

## Digital Advertising

Display Ad (unavailable to non-members)	\$47/month
Featured Event (unavailable to non-members)	\$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: November 2021

# 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

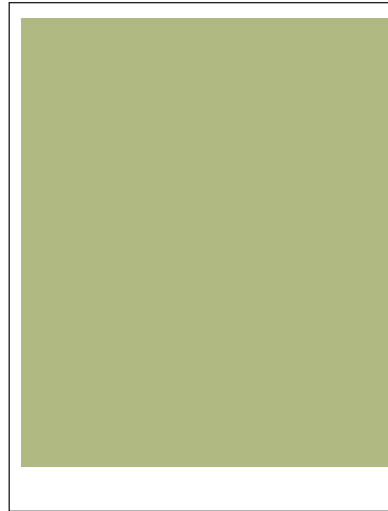
MNLA is happy to assist you in creating camera-ready artwork, but charges an additional fee of \$60/hour for this service. If you have questions about submitting electronic art files, you are welcome to contact MNLA for technical assistance.

## Where to Send Materials

Send advertising materials or inquiries to:

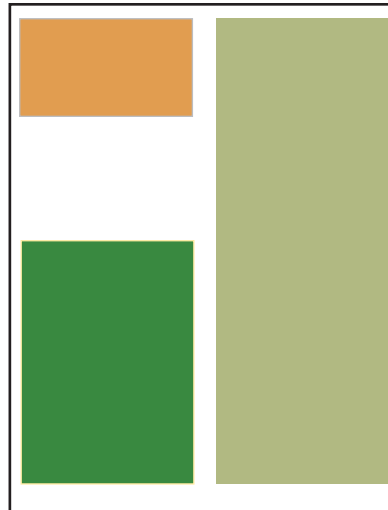
Gina Albaugh  
Executive Director

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

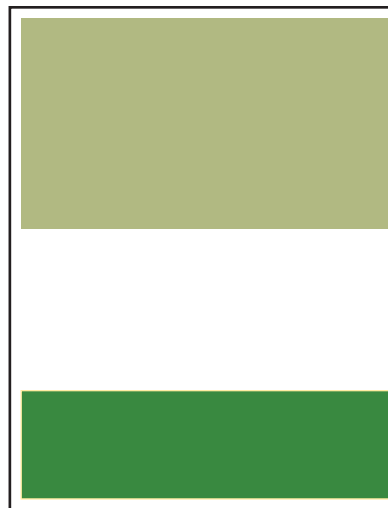
All **Inserts** are no larger than 8 1/4"w x 10 1/2"h



**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](http://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** \$ \_\_\_\_\_

**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*

**Payment Information**  
 Payment is expected at time of order. A 3% processing fee will be assessed to all payments made by credit card.  
 Check Enclosed    *Credit Card:*     Visa     MC     Amex

\_\_\_\_\_  
*Credit Card Number*

\_\_\_\_\_  
*Expiration Date*                                      *CVV Code*

\_\_\_\_\_  
*Name as printed on credit card*

\_\_\_\_\_  
*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.