

Media Planning Guide



TNLA Green digital edition



TNLA Membership Directory & Buyers' Guide



Nursery/Landscape EXPO Program



Everything is Bigger in Texas!

Total sales for the Green Industry in Texas increased 4.17% to a record high \$14.1 billion despite the economic and financial crisis.

Texas is one of the top three Green Industry markets in the U.S. and the third largest nursery and floriculture producing state.

If you wish to reach nursery/landscape professionals and volume buyers doing business in Texas, TNLA has a publication to meet your specific needs.

Why Advertise with TNLA?

The Texas Nursery & Landscape Association is a professional association of over 1,400 member companies representing the Texas Green Industry. TNLA members are decision makers and key purchasers. TNLA strives to provide its members the most current and useful information to enhance members' business success and promote professionalism within the industry.

Unlike for-profit publishers, proceeds from TNLA publications directly benefit its members, Texas Certified Professionals, and the Texas Green Industry.

Leading Advertisers

(Past and Current)

Adam's Wholesale Supply
Agriland Farm Credit Service
Aldridge Nursery
Arborbrace Staking System
Austin Tree Farm
Back to Nature
Bailey Bark Materials
Ball Seed Company
Bamboo Source
Bare Spot Solutions
Berger Peat Moss
Big Foot Turfgrass Farms
Big Tex Tree Nurseries
Biosorb, Inc.
Bobcat of Houston
Brazos Citrus Nursery
Browning Seed
BWI Companies
Calusa
Caribbean Pottery
Carl Pool Plant Food
CC Tree Farms
CDI Farms
Certified Roses
Compact Power, Inc.
Corbin's Baled Pine Straw
Creekside Nursery
CRS Supply Group
Cycle Stop Valves
Dallas Bag & Burlap
Deep Fork Tree Farm
Dig Corporation
DitchWitch
Dosatron International
Dry Creek Tree Farm
EasyPro Pond Products
Epic Plastics
Ewing Irrigation Products
Fafard
Fanntum Products
Faron Green Nursery
Fertile Garden Supply
Fleet One

Flowerwood Nursery
Fowler Law Firm
FX Luminaire
Garden-Ville
GM Fleet & Commercial
Golden Pacific Structures
Groundworks of Texas
H & H Wholesale Nursery
Harrell's Fertilizer
Harris Nursery
Harry's Greenhouse
Harvest Supply Company
Hawkins Tree Farm
Holt Cat
Horizon
Hortica
Horticultural Marketing & Printing
Hortons Water Display
Hotchkiss Insurance Agency
Humalfa
Hunter Industries
Int'l Pottery
Irrigation Station
J. Berry Nursery
Jaderloon-MetCart
JCM Greenhouse Mfr
Jemasco
John Deere Worldwide
Josie's Nursery
Joss Growers
JRM Chemical
Jungle Jack's Palms
Justin Seed
Kase Machine Works
King Palms
King Ranch Turfgrass
Kinney Bonded Warehouse
Koenig Software Systems
Lambert Peat Moss
Landmark Nurseries
Landscapers Pride
Landscapers' Pride
Living Earth Technology

Lone Star Trees
Lucky Landscape Supply
Magnolia Gardens Nursery
Marian Gardens
Medina Agriculture Products
Mexia Nursery
Michael D. Stone Grass Farm
Michigan Peat Company
Mortellaro's Nursery
Murff Turf Fams
Myers Lawn and Garden
Natural Environmental Systems
Nelson Plant Food
New Earth
Nichols/Bobcat
OHP
Pak Unlimited
Pavestone
Peacock Tree Farms
Peelerosa Tree Farm
Peterson Brothers
Pioneer Water Tanks
Plant Health Care
Plant Production
PPG Industries
Premier Horticulture
Progressive Pumps Corp
Propane Council
Quali-Pro
Quietaire Corporation
Rain Bird
Rancho Encino
Ran-Pro Farms, Inc
River Valley Orchids
Rounhouse Corp
Saxon Becnel & Sons
Scotts -Sierra
Senninger Irrigation
Shamrock Soil Products
Skinner Nurseries
Soil Mender Products
Solar Power Tex
Southern Nurseries

Summit Plastic Company
Texan Tree Depot
Texas Caterpillar Group
Texas Department of Agriculture
Texas Green Industry Workers' Comp
Texas Motors Ford
Texas Mutual Insurance
Texas Pecan Nursery
Texas Plant & Soil Lab
Texas Tech University
Tom Dodd Nurseries
TopFilm
Topiary Creations
Treetown USA
Triangle Turf Company
Turner & Son Nursery
U.S. Lawns, Inc.
Veldsma & Sons
Verdant Tree Farm
Vermeer Equipment of Texas
Village Nurseries
Vital Earth Resources
Welby Gardens Co
West Texas Landscape
West Texas Plants
Western Imports
Whitfill Nursery
Whiz Q Stone
Wolf Creek Tree Farm
YC Nursery





100% Digital

TNLA Green

DIGITAL EDITION

READER PROFILE: TNLA GREEN digital edition is read by everyone the Texas Nursery & Landscape Association touches. That means thousands of TNLA member companies and their employees; past and current Nursery/Landscape Expo attendees; and all Texas Certified Professionals (TCNP, TCLP & TMCNP) receive TNLA GREEN.

Our readers are serious buyers motivated by the opportunity to discover new products and services to enhance their business. Your message is targeted to the decision-makers you want to reach.

CIRCULATION: Each monthly issue of TNLA GREEN digital edition is distributed via e-mail to over 9,000 subscribers, and each new issue is posted on TNLA's website.

FEATURES: TNLA GREEN digital edition is fully interactive, allowing readers to flip through the pages, click on ads to be redirected to the company's website, search to find content in the magazine, print it, download it, or even share it with colleagues. Readers can access TNLA GREEN back issues online at www.tnlaonline.org all year long.

Exclusive Branding Opportunities

Transform your static, passive advertisement into a dynamic, attention-grabbing, animated message. You can insert interactive ads to take advantage of animation, slide shows, podcasts, and video as part of the online experience. Digital edition branding opportunities are exclusive to TNLA members, and awarded on a first-come, first-served basis.

Audio, Video or Animation

\$175 per insertion. 5 MB or smaller files are preferred for faster downloads. AVI, MPS, WMV, and FLV files types are supported.

Direct Mail

Feature your company logo on the postcard mailed to TNLA members. With just one spot available each month for this unique position at \$700, be sure to reserve yours early. The maximum image size: 2" x 1" (w x h). Full color offered at no extra charge.



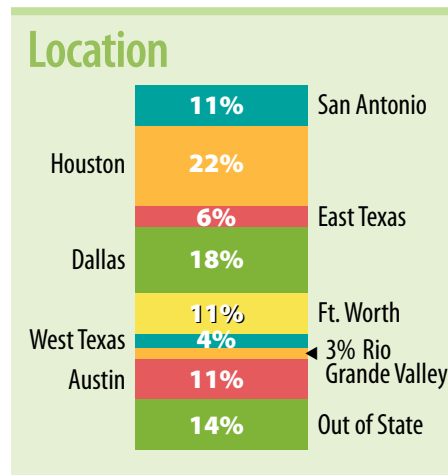
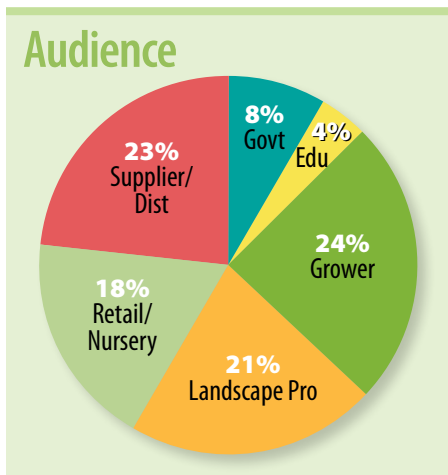
Leaderboard Banners & Button Ads *(see samples on reverse)*

Embrace the digital medium! Interactive ads rev up your branding message and drive click-through to sales. Get immediate, measurable results positioning your company logo or banner graphic in the top navigation bar of TNLA GREEN viewer or place a button ad in the monthly e-mail.

Our online ad options allow you to pick the size that meets your budget. Leaderboards are \$250 per issue and e-mail button ads are \$150 per e-mail.

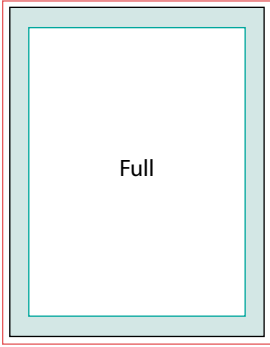
▶ Find the right combination of TNLA options to reach your target audience.

Contact: Lance Lawhon, Advertising Sales
512-832-1889 • toll-free 877-832-1881
lancel@tnlaonline.org • Fax 512-719-4671
www.tnlaonline.org

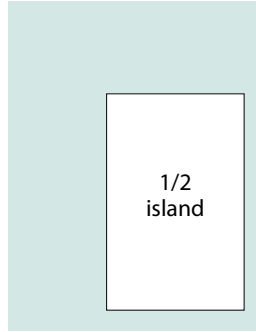


TNLA Green Sizes:

TNLA Green Rates:



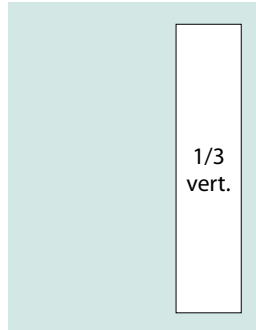
Full page
 Bleed: 8.75" x 11.25"
 Trim: 8.5" x 11"
 Safety: 7.5" x 10"
 (w x h)



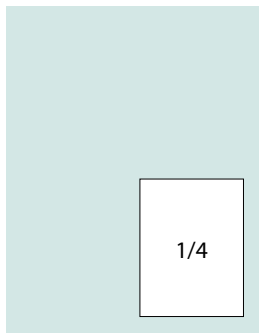
1/2 island
 4.625" x 7"
 (w x h)



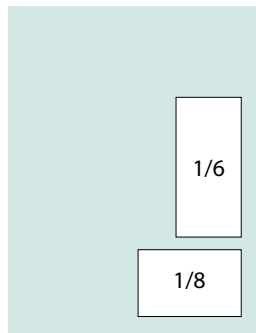
1/2 horiz.
 7" x 4.625"
 (w x h)



1/3 vert.
 2.125" x 9.5"
 (w x h)



1/4 page
 3.375" x 4.625"
 (w x h)



1/6 page
 2.125" x 4.625"
 (w x h)

1/8 page
 3.375" x 2.125"
 (w x h)

Display Ads	TNLA MEMBER	NON-MEMBER
Full page	\$799	\$959
1/2 island	\$640	\$800
1/2 page	\$450	\$540
1/3 page	\$375	\$450
1/4 page	\$350	\$420
1/6 page	\$275	\$330
1/8 page	\$236	\$283

Contact Lance Lawhon at 512-832-1889 for additional sizes and options.

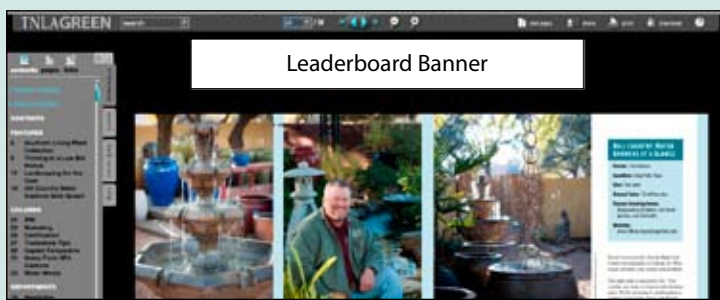
SPECIFICATIONS: All type and other essential material should be held at least 1/4 in. (6 mm) from trim edges. There is no extra charge for full-color or a bleed page. Special page positioning is available at a 15% premium.

DIGITAL FILES: All files must be high-resolution, at 300 dpi at 100%. Press-ready PDFs with embedded fonts are the preferred medium for advertiser-supplied materials. Full color offered at no extra charge.

Ads can be submitted via email to advertising@tnlaonline.org or FTP upload. For more details, contact Lance Lawhon at lancel@tnlaonline.org, or call 512-832-1889.

NOTE: advertiser is to provide multimedia & print ready artwork.

CLASSIFIED ADS/JOB LINK: Have a job opening? Selling a business? Make certain all the right people know about your business opportunities. Visit www.tnlaonline.org/services/job-link or call 512-579-3853 for rates, order forms, and instructions. All classified ads must be prepaid.



Leaderboard
 728 x 90 pixels
 (w x h)



E-mail button
 125 x 175 pixels
 (w x h)



See our latest digital issue at www.tnlagreen.org

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www.tnlaonline.org



**Reserve
Space by
April 15**

Membership Directory & Buyers' Guide

TEXAS NURSERY & LANDSCAPE ASSOCIATION

No other industry publication in Texas provides growers, retailers, and landscapers with more information as comprehensive as the *TNLA Buyers' Guide*. Advertisers become directly connected to Texas Nursery & Landscape Association's actively-engaged members, Texas Certified Professionals, and key decision makers.

Year after year, TNLA members rely on the spiral bound *TNLA Buyers' Guide* to reference important information and find the industry's most trusted and professional suppliers.

FEATURES:

- Spiral Bound
- Laminated Tab Section Dividers
- More than 4,800 Listings
- Over 560 Product Categories
- Texas Growers' Maps
- Greenline Product Listings
- Hardline Product Listings
- Business Services Listings
- Government Agencies
- Cross Reference Indices

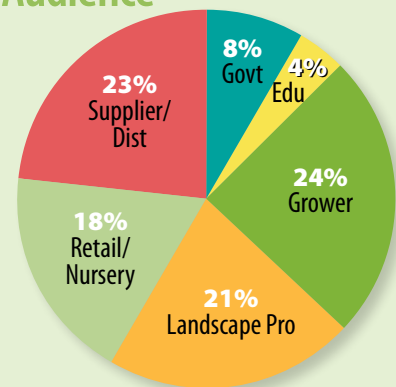
READER PROFILE: TNLA Buyers' Guide is utilized by everyone the Texas Nursery Landscape Association touches. That means thousands of TNLA members' companies and their employees; past and current Nursery/Landscape Expo attendees; and all Texas Certified Professionals (TCNP, TCLP & TMCNP).

Our readers are serious buyers, motivated by the opportunity to discover new products and services to enhance their business. Your message is targeted to the decision-makers you want to reach.

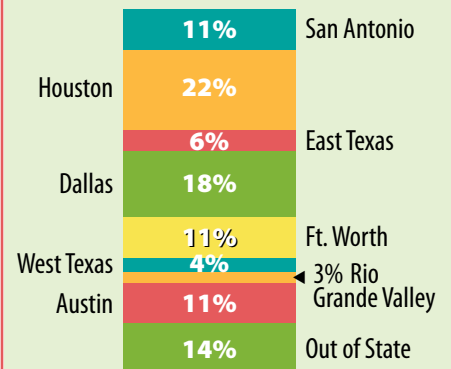
CIRCULATION: *TNLA Buyers' Guides* are printed and mailed to all TNLA member companies and Texas Certified Professionals. The TNLA Buyers' Guide is a "must have" reference intended to be kept throughout the year, resulting in higher than average readership. There is bonus distribution at industry leading trade shows and conferences throughout the year.

TNLA's Buyers' Guide is the most complete reference source to horticultural plants, supplies, manufacturers, wholesalers, and growers serving the Texas Green Industry.

Audience



Location



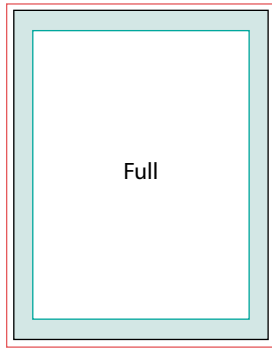
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www.tnlaonline.org

100% qualified targeted readership

Directory Sizes:

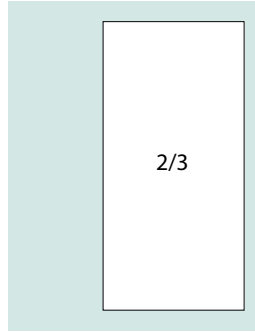


Full page

Bleed: 8.75" x 11.25"

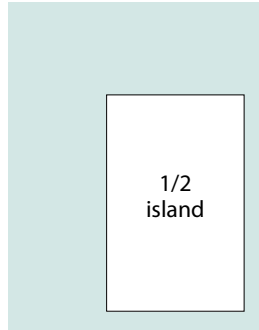
Trim: 8.5" x 11"

Safety: 7.5" x 10"
(w x h)



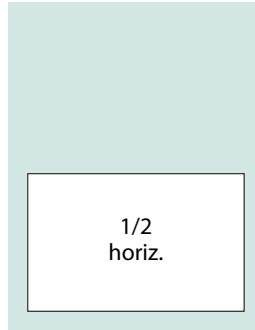
2/3 page

4.625" x 9.5"
(w x h)



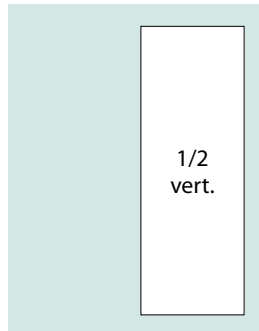
1/2 island

4.625" x 7"
(w x h)



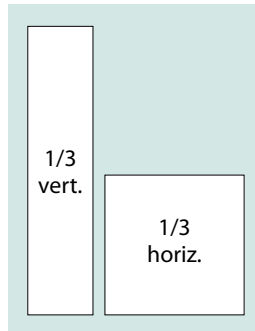
1/2 horiz.

7" x 4.625"
(w x h)



1/2 vert.

3.375" x 9.5"
(w x h)

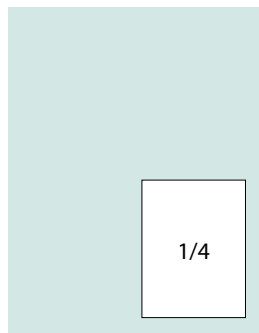


1/3 horiz.

4.625" x 4.625"
(w x h)

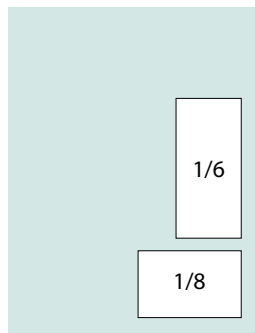
1/3 vert.

2.125" x 9.5"
(w x h)



1/4 page

3.375" x 4.625"
(w x h)



1/6 page

2.125" x 4.625"
(w x h)

1/8 page

3.375" x 2.125"
(w x h)

SPECIFICATIONS: All type and other essential material should be held at least 1/4 in. (6 mm) from trim edges. There is no extra charge for a bleed page. Printing is offset, sheet fed. Covers and laminated tab dividers are heavy-weight cardstock. Binding is spiral bound.

MATERIAL REQUIREMENTS:

All files must be high-resolution, CMYK images, at 300 dpi at 100%. Press-ready PDFs with embedded fonts are the preferred medium for advertiser-supplied materials.

Ads can be submitted via email to advertising@tnlaonline.org or FTP upload. For more details, contact Lance Lawhon at lancel@tnlaonline.org or call 512-832-1889.

Directory Rates:

	TNLA MEMBER	NON-MEMBER
Full page	\$2100	\$2350
2/3 page	\$1900	\$2150
1/2 island	\$1700	\$1950
1/2 page	\$1550	\$1750
1/3 page	\$1350	\$1550
1/4 page	\$1250	\$1450
1/6 page	\$1175	\$1300
1/8 page	\$1050	\$1175

The above prices include color; subtract \$700 for black-and-white

Exclusive Branding Opportunities

Highly visible branding opportunities are exclusive and awarded on a first-come, first-served basis. Contact Lance Lawhon at 512-832-1889 for details.

Special positions*

	TNLA MEMBER	NON-MEMBER
Outside back cover	\$2800	\$3350
Inside covers	\$2500	\$3000
Two-page spread	\$3200	\$3850
Tab Divider Pages	\$2300	\$2750
Polybag Loose insert**	\$1500	\$1800

*Special positions are full-color only and the rate includes the color charge

**Advertiser provides letter-sized or smaller page that will be included in the poly-bag. May be cardstock. Subject to postal regulation approval.

► Find the right combination of TNLA options to reach your target audience.

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Nursery/Landscape EXPO Program

ROADMAP FOR THE TRADESHOW

AUDIENCE: EXPO draws over 7,000 attendees and exhibitors annually. Over 80% of the attendees registered are mid to upper level managers, and 80% of them play a major role in company purchases.

Attendees represent a variety of companies with qualified buyers from large to small including: retail garden centers, grounds maintenance and landscape contractors, irrigation professionals, growers, suppliers, manufacturers, dealers, and more.

Attendees will be sure to carry their Program with them for all three days of the EXPO and keep it as a reference after the close – a great way to make a lasting impression!

The success and longevity of EXPO is partly due to the fact that TEXAS IS THE THIRD LARGEST nursery and floriculture producing state.

It's Showtime! Nursery/Landscape EXPO is the premier horticulture show to market to over 7,000 nursery and landscape professionals, the largest gathering under one roof in the South Central United States.

NURSERY/LANDSCAPE EXPO

Trade Show August 19-21, 2011
Dallas Convention Center

EXPO Attendees are serious buyers motivated by the opportunity to search out new products and compare values. They have been doing this at EXPO's "One-Stop Market" for over 55 years.

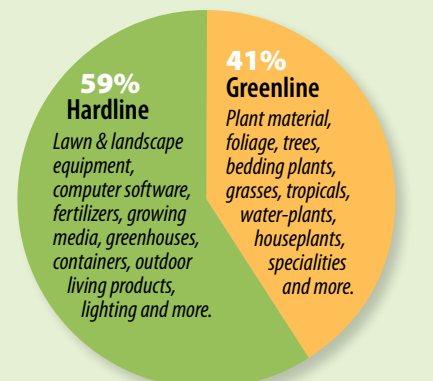
Over 80% of EXPO attendees visit no other show.

Your competitors are advertising in the Nursery/Landscape Expo Program.

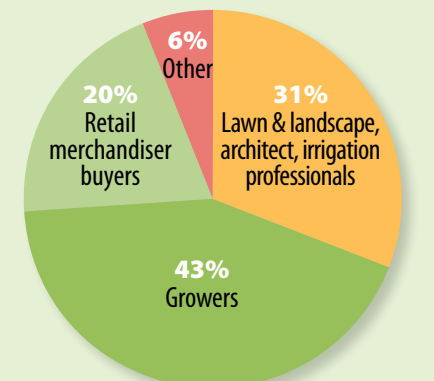
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www.nurserylandscapeexpo.org

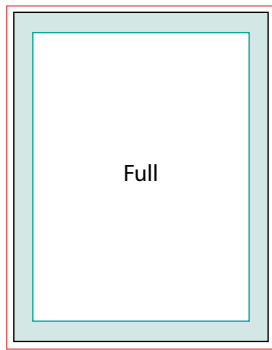
Exhibitor Profile



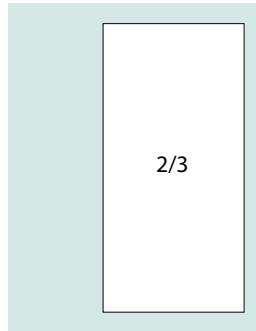
Attendee Profile



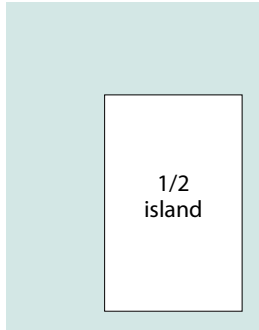
Program Sizes:



Full page
Bleed: 8.75" x 11.25"
Trim: 8.5" x 11"
Safety: 7.5" x 10"
 (w x h)



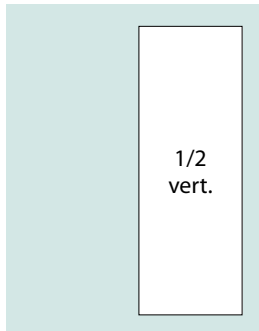
2/3 page
 4.625" x 9.5"
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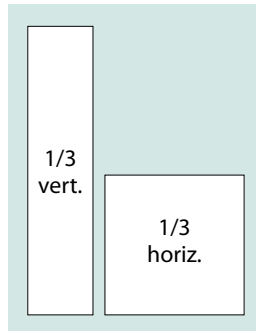
1/2 island
 4.625" x 7"
 (w x h)



1/2 horiz.
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 (w x h)

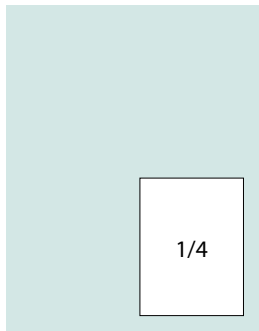


1/2 vert.
 3.375" x 9.5"
 (w x h)

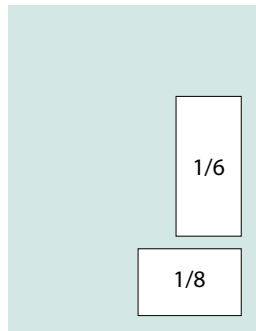


1/3 horiz.
 4.625" x 4.625"
 (w x h)

1/3 vert.
 2.125" x 9.5"
 (w x h)



1/4 page
 3.375" x 4.625"
 (w x h)



1/6 page
 2.125" x 4.625"
 (w x h)

1/8 page
 3.375" x 2.125"
 (w x h)

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NURSERY/LANDSCAPE EXPO
 Trade Show August 19-21, 2011
 Dallas Convention Center

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Special positions*

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Outside back cover	\$2800	\$3350
Inside covers	\$2500	\$3000
Two-page spread	\$3200	\$3850
Belly-band/wrap	\$5000	\$6000
Poster insert**	\$4000	\$4800

*These positions are full-color only and the rate includes the color charge

** Advertiser provides letter-sized or smaller poster insert already printed

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