

TNLA Publications Advertising Contract



Texas Nursery & Landscape Association • 7730 South IH-35 • Austin, TX 78745-6698
512.280.5182 • Fax 512.280.3012 • Email scott@tnlaonline.org

Company Name _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

TNLA Member Yes No Membership number _____

Advertising Agency (if applicable) _____

Agency Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Bill to: Company Agency

■ ADVERTISING ORDER

Insertion:	Size:	Color:	Caption:	Frequency:	Rate:
<input type="checkbox"/> TNLA Green Jan.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green Feb.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green March	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green April	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green May	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green June	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green July/Aug.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green Sept.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green Oct.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green Nov.	_____	_____	_____	_____	_____
<input type="checkbox"/> TNLA Green Dec.	_____	_____	_____	_____	_____
<input type="checkbox"/> Member Directory 08-09	_____	_____	_____	_____	_____
<input type="checkbox"/> Expo Program 2008	_____	_____	_____	_____	_____

Contract Total: _____

TNLA Green Magazine Only: Date of first and last insertions (month/year) First insertion _____ Last insertion _____

■ TERMS

- Cancellations should be faxed or mailed to the Publisher before the advertising close date. Cancellations received after the close date will be charged full payment. Covers are non-cancellable. Payment for advertising is due upon receipt of invoice. After 30 days, account is past due. No cash discounts allowable.
- A 15% discount is earned ONLY by licensed, recognized agencies that pay within 30 days and that provide plate-ready digital files requiring no alterations.
- Advertiser agrees that any typesetting or art production done by the publisher, i.e., pasteup, separations, conversions, strip-ins, will be billed to advertiser/agency at prevailing rates. Proofs of publication-set advertisements will be furnished in time for approval only if order is placed two weeks prior to closing date.
- Advertiser agrees to all regulations stated in the current rate card. No special agreements or conditions other than those named in the contract and current rate card shall be binding on the publisher.
- TNLA Green reserves the right to refuse any advertising and all advertising is run at the discretion of the editor.
- Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned.
- The advertiser and/or agency will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent, and copyright infringements (including the text and photographs within the advertisements) and other claims based on the contents or subject matter of such publication.
- The Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication.
- Publisher will not be held responsible for the printed quality of any ad materials that do not meet the criteria stated on the rate card or for ad materials that are not accompanied by a proof. In the case of color ads, a color proof must be provided.
- Venue for any cause of action hereunder shall be in Travis County, Texas.

Please sign, detach, and mail or fax to TNLA at 512.280.3012.

Ordered by (please print) _____

Authorizing Signature _____ Date _____

Confirmed by (TNLA Green magazine) _____ Date _____