

TNLA Green Magazine Advertising Rates *(Effective January 1, 2008)*

SIZE	ONE TIME		SIX TIME		ELEVEN TIME	
	Member	Non Member	Member	Non Member	Member	Non Member
Back cover	\$702	\$827	\$632	\$757	\$570	\$695
Inside covers	637	762	573	698	516	641
Full page	562	687	506	631	455	580
2/3 page	456	581	411	536	370	495
1/2 page island	393	518	354	479	318	443
1/2 page	375	500	338	463	304	429
1/3 page	356	481	320	445	288	413
1/4 page	308	433	277	402	249	374
1/6 page	239	364	214	339	194	319
Centerspread	1203	1328	1083	1208	974	1099

TNLA Membership Directory & Buyer's Guide and Nursery/Landscape Expo Program Advertising Rates

SIZE	DIRECTORY ONLY		EXPO PROGRAM ONLY		MULTIPLE INSERTION RATE*	
	Member	Non Member	Member	Non Member	Member	Non Member
Back cover	\$1853	\$1978	\$1853	\$1978	\$1760	\$1885
Inside covers	1668	1793	1668	1793	1585	1710
Full page	1225	1350	1225	1350	1163	1288
Tab pages	1350	1475				
2/3 page	1050	1175	1050	1175	998	1123
1/2 page island	885	1010	885	1010	833	958
1/2 page	751	876	751	876	710	835
1/3 page	565	690	565	690	535	660
1/4 page	411	536	411	536	390	515
1/6 page	318	443	318	443	298	423
1/8 page	236	361	236	361	226	351

ADDITIONAL CHARGES: *(applies to all print ads above)*

Four Color: add \$700 to space rate; **Matched PMS color:** add \$250 per color; **Designated placement:** add \$100;
Files submitted other than PDF, JPG, EPS or TIFF format: add \$50

*Rate applies when advertiser purchases two or more ads, i.e. two ads in one book or one ad in each book.

TNLA Online Advertising Rates

TYPE	THREE TIME		SIX TIME		TWELVE TIME	
	Member	Non Member	Member	Non Member	Member	Non Member
Banner	\$450	\$575	750	\$875	\$1080	\$1205
Button	270	395	450	575	648	773