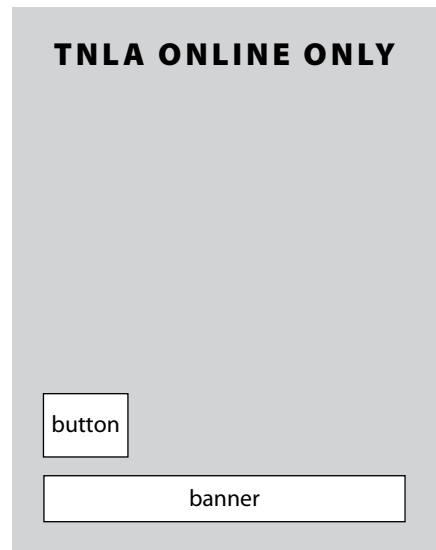
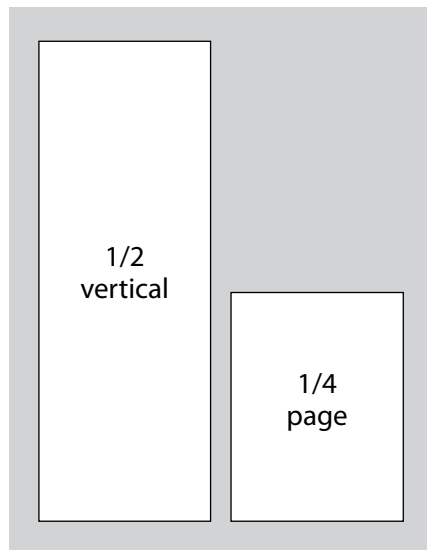
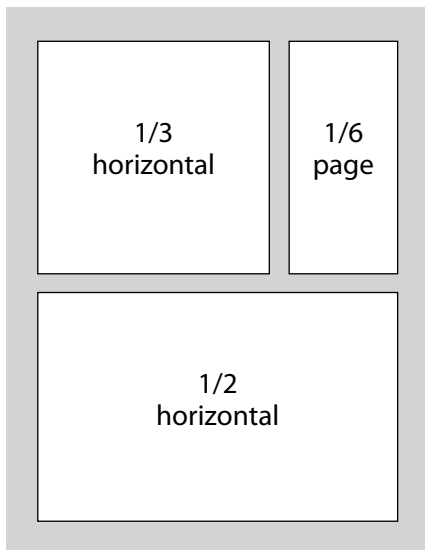
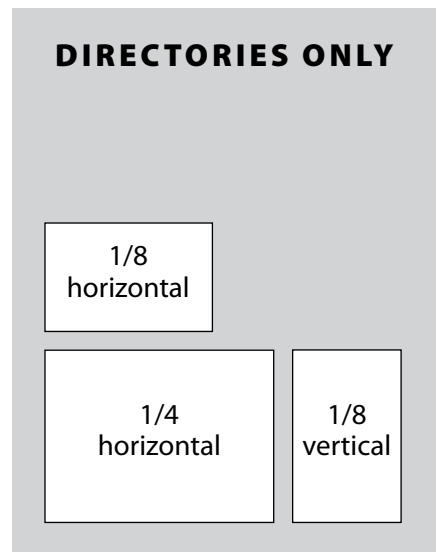
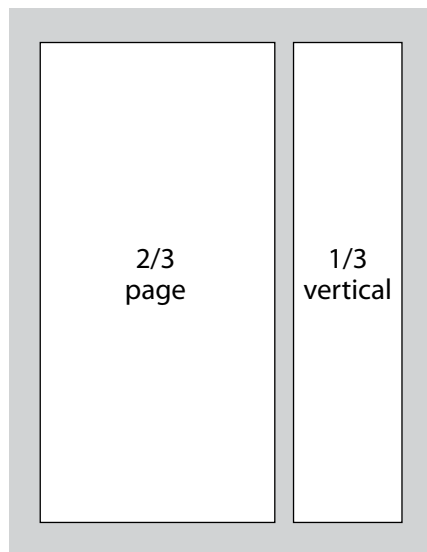
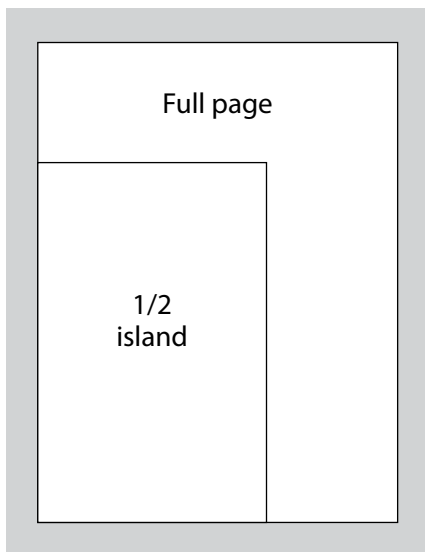


Ad Sizes

All Publications	WIDTH	HEIGHT
Full page	7 1/2"	10"
2/3 page	4 5/8"	9 1/2"
1/2 Island	4 5/8"	7"
1/2 horizontal	7"	4 5/8"
1/2 vertical	3 3/8"	9 1/2"
1/3 horizontal	4 5/8"	4 5/8"
1/3 vertical	2 1/8"	9 1/2"
1/4 page	3 3/8"	4 5/8"
1/6 page	2 1/8"	4 5/8"

Directories Only	WIDTH	HEIGHT
1/4 Horizontal	4 5/8"	3 3/8"
1/8 vertical (ROB)	2 1/8"	3 3/8"
1/8 horizontal (ROB)	3 3/8"	2 1/8"

TNLA Online Only	WIDTH	HEIGHT
Button	120 pixels	90 pixels
Banner	468 pixels	60 pixels



Specifications

MECHANICAL REQUIREMENTS:

Trim size - 8 1/2 x 11 inches

Bleed size - 8 3/4 x 11 1/4 inches

Binding - for Membership Directory only, bleed ads should allow 1/4 inch for spiral binding

PRINT MATERIAL REQUIREMENTS: Electronic submission preferred. Electronic submission must comply with TNLA publications electronic transmission requirements. All electronic submissions **must be accompanied by hard copy proof**. Material is held for three years from last insertion. CMYK color; 300 dpi; PDF, JPG, EPS and TIFF file formats accepted.

PRODUCTION: Any artwork done by the publisher, i.e., typesetting, design, scanning, color converting, etc., will be billed to advertiser/agency at prevailing rates. **Agency commission is not allowable on advertising requiring TNLA modification or correction.**

PRINTING/BINDING: Offset, Sheet Fed, Binding is saddle stitched for *TNLA Green*, perfect bound for the Expo Program, and spiral bound for the Membership Directory and Buyers' Guide.

PROOFS: Advertisements set by TNLA will be furnished in time for approval, only if order is placed two weeks prior to closing date.

MAILING INFORMATION: Space contracts, insertion orders, copy, proofs, correspondence, and all printing and reproduction materials should be addressed to TNLA Publications, 7730 South IH-35, Austin, Texas, 78745-6698; 800.880.0343, Fax 512.280.3012. Email: scott@tnlaonline.org.

ONLINE ADVERTISING: RGB color; 72 dpi; JPG, GIF and animated GIF formats accepted (not to exceed 35k).

Copy & Contract Regulations

Advertising Deadlines

TNLA Green Magazine - 37 days prior to publication: i.e. the deadline for May issue is March 25. *TNLA Green* publishes monthly except for August.

TNLA Member Directory & Buyer's Guide - April 15

Nursery/Landscape Expo Program - June 15

- Rates quoted on current contracts will remain in force for the duration of those contracts.
- When no specific copy instructions are received for an issue in which the contract schedules an insertion, publisher will use the most recently run copy.
- After three years from last insertion date, all material will be discarded.
- Cancellations should be faxed or mailed to TNLA before the advertising close date. Cancellations received after the close date will be charged full payment. Covers are non-cancelable during the life of the contract. 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 TNLA, i.e., pasteup, separations, conversions, or corrections, 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 TNLA.
- *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 TNLA's sole discretion for the difference to reflect the rate that is actually earned.
- The advertiser and/or agency will indemnify and hold TNLA 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.
- TNLA 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.
- TNLA 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.

ONLINE ADVERTISING POLICIES

- Ad is to be relevant to the Green Industry
- Ad acceptance is subject to TNLA discretion
- Web ads are available on a first come, first served basis
- Ads animated only when selected (clicked)
- No pop-up ads or auto start ads
- We can also bundle these ads with our current print media and web page sponsorship options; providing an opportunity for further advertising discounts. To place your ad, call Scott Richard at TNLA 800.880.0343 for details or email scott@tnlaonline.org.