



2008 Digital Media Rates

Texas Nursery & Landscape Association
 7730 South IH-35, Austin, TX 78745-6698
 512.280.5182 • 800.880.0343



In addition to TNLA's print media options to market your Green Industry business to the Texas Green Industry, TNLA is now offering **banner and button** advertising on TNLA's website tnlaonline.org. This expands your reach beyond TNLA membership to the world wide web. Our web site receives in excess of one million unique visitors per year.

A limited number of advertising opportunities will be available. [Download an advertising contract.](#)

- Home page** - button ads only
- Awards page** - banner and button ads
- TNLA blog page** - banner and button
- Certification page** - banner and button
- Education page** - banner and button
- New Products page** - banner and button



Banner and Button Rates (total for run of ad)

Ad Type	3-time	6-time	12-time
Banner	\$450	\$750	\$1,080
Button	\$270	\$450	\$648

Digital Advertising Specs

Button: 120 pixels W x 90 pixels H
 Banner: 468 pixels W x 60 pixels H
 Ad format: RGB color: 72 dpi. jpg, gif and animated gif (not to exceed 35k)

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.

