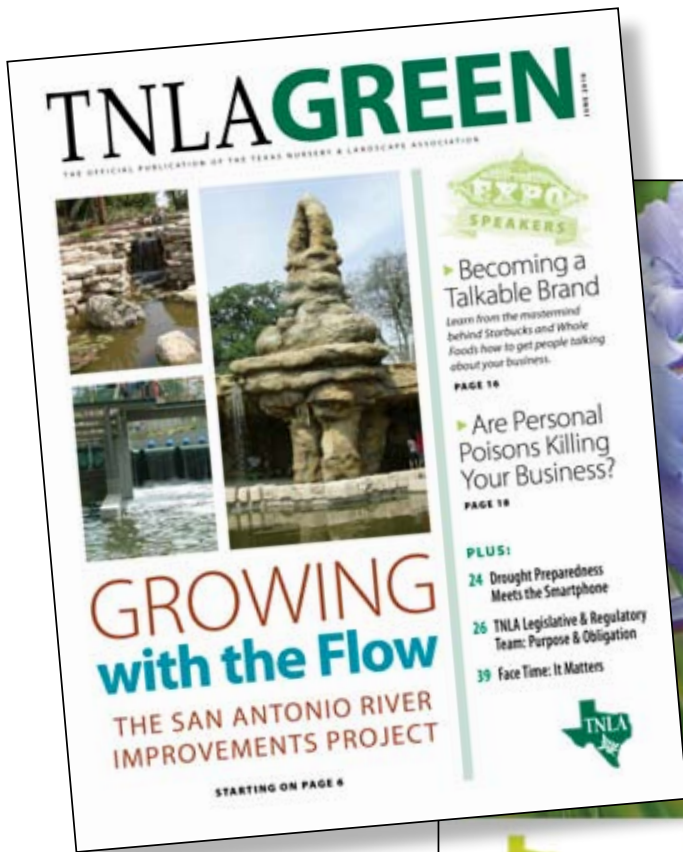


Media Planning Guide



TNLA Green magazine



TNLA Membership Directory and Buyers' Guide

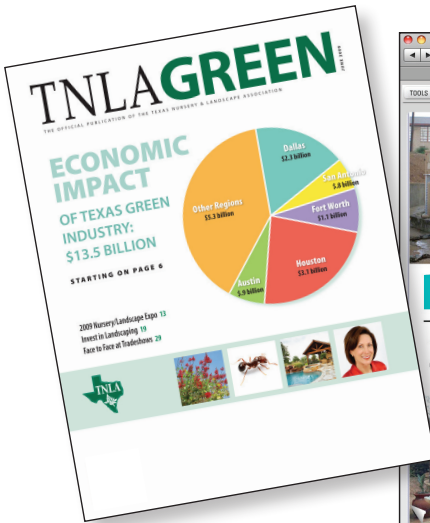


Nursery/Landscape EXPO Program



THE OFFICIAL PUBLICATION OF THE TEXAS NURSERY & LANDSCAPE ASSOCIATION

TNLA Green magazine



No additional charge for full-color ads

TARGET DEMOGRAPHICS: *TNLA Green* magazine is dedicated to the nursery/landscape industry professional. *TNLA Green* reaches the entire industry including TNLA member companies, Texas Certified Professionals, and many other industry professionals throughout Texas, the US, and Canada. Over 80% of *TNLA Green* magazine readers have purchasing power in their companies.

AVERAGE CIRCULATION: 6,000 with bonus distribution at industry tradeshows.

SPECIAL FEATURES:

- Receive hyperlink at no charge
- Read online or download it for later
- Zoom in or out and turn pages
- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles and advertisements to colleagues
- Click on ads to go directly to an advertiser's website

TNLA Green magazine is available whenever you want it, and wherever you have access to the Internet.

NEW DIGITAL FORMAT: Starting September 2009, *TNLA Green* magazine will be available in a fully interactive digital edition, with hyperlinks, animation, and many more attention-grabbing advertising possibilities. Eleven times per year, *TNLA Green* magazine is delivered via e-mail. In addition, each new issue is posted on TNLA's website (www.tnlaonline.org) for extended exposure for advertisers.

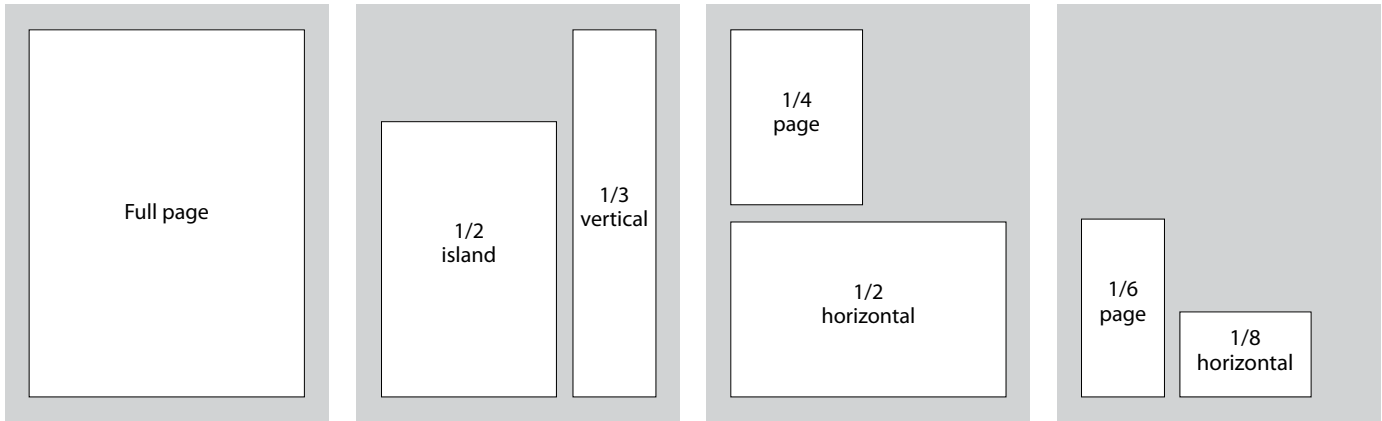
ABOUT TNLA: Texas Nursery & Landscape Association was formed in 1999 when the Texas Association of Nurserymen (TAN) merged with the Texas Association of Landscape Contractors (TALC). TNLA members are growers, landscape contractors, retail nursery, and supplier Green Industry businesses.

INDUSTRY SCOPE: The Texas nursery, plant production, and landscaping industry contributes \$13.8 billion annually to the Texas economy. Texas is the third largest nursery and floriculture producer in the United States.

TO DO BUSINESS IN TEXAS, ADVERTISE IN TNLA GREEN MAGAZINE.

TNLA GREEN ONLINE MAGAZINE

THE OFFICIAL PUBLICATION OF THE TEXAS NURSERY & LANDSCAPE ASSOCIATION



Sizes

TNLA Green magazine	WIDTH	HEIGHT
Full page	7 1/2"	10"
1/2 island	4 5/8"	7"
1/2 horizontal	7"	4 5/8"
1/3 vertical	2 1/8"	9 1/2"
1/4 vertical	3 3/8"	4 5/8"
1/6 vertical	2 1/8"	4 5/8"
1/8 horizontal	2 1/8"	3 3/8"

Specifications

MATERIAL REQUIREMENTS: Ad artwork should be supplied in electronic file format. **PDF files are preferred.** Resolution must be no less than 300 dpi and 150 line screen at size printed. Use CMYK color settings. TNLA uses Mac-based Adobe software. If file is too large to email, please call 800.880.0343 for FTP instructions.

PRODUCTION: Need help designing an ad? TNLA has arranged for you to receive affordable rates for production services (graphics, layout, design). Contact our advertising sales at 800.880.0343 or email advertising@tnlaonline.org for more information.

AD CLOSING: Artwork and contracts due 45 days prior to publication (i.e. January ads are due November 15)

CLASSIFIED ADS: 75 words or less. All classified ads must be paid in advance. Email your ad to advertising@tnlaonline.org with the subject line "Classified Advertising."

AVAILABLE DISCOUNTS: TNLA Members are offered reduced rates as listed. Those advertisers who place 6 or more ads in TNLA publications within a 12-month span will receive a 10% discount.

Rates

TNLA Green magazine	MEMBER	NON-MEMBER
Tab Page	\$924	\$1,109
Belly Band	\$924	\$1,109
Inside covers	\$899	\$1,059
Full page	\$799	\$959
1/2 page 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
Classified ads	\$49	\$61

Rich Media:

Hyper links (up to 3)	\$0	\$50
Audio, Video or Animation	\$175	\$275

No additional charge for full-color ads.

TEXAS NURSERY & LANDSCAPE ASSOCIATION

Membership Directory & Buyers' Guide

Spiral Binding
Laminated Tabs



TARGET DEMOGRAPHICS: *TNLA Membership Directory & Buyers' Guide* is dedicated to the nursery/landscape industry professional. *TNLA Membership Directory & Buyers' Guide* reaches the entire Texas Green Industry including TNLA member companies, Texas Certified Professionals, and many other industry professionals throughout Texas, the US, and Canada. Over 80% of *TNLA Green* magazine readers have purchasing power in their companies. All are potential buyers.

FREQUENCY: Published annually in July

CLOSING DATE: April 15

CIRCULATION: Distributed to all TNLA members and TNLA Certified Professionals.

EDITORIAL: *TNLA Membership Directory & Buyers' Guide* is a comprehensive business-to-business resource containing products and services provided by TNLA members. Listings are alphabetical and by region, including Greenlines Products, Hardlines Products, and Business Services.

The Directory also includes TNLA history, committees, boards of directors, region officers, and a special section of maps showing the locations of TNLA Grower members. The *TNLA Membership Directory & Buyers' Guide* is the definitive reference for the Texas Green Industry.

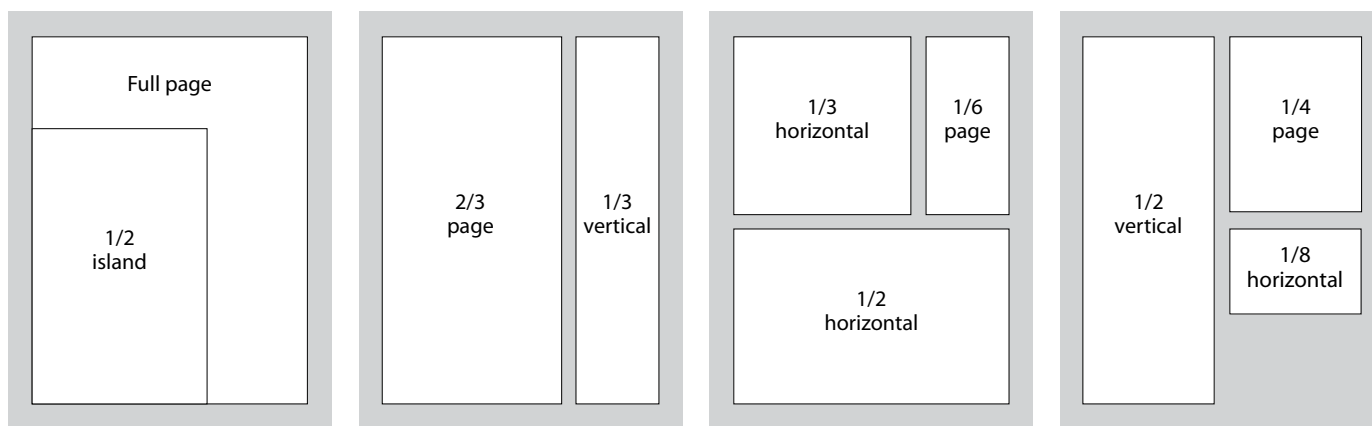
A reference tool that stays with the decision-makers throughout the year

ABOUT TNLA: Texas Nursery & Landscape Association was formed in 1999 when the Texas Association of Nurserymen (TAN) merged with the Texas Association of Landscape Contractors (TALC). TNLA members are growers, landscape contractors, retail nursery, and supplier Green Industry businesses.

INDUSTRY SCOPE: The Texas nursery, plant production, and landscaping industry contributes \$13.8 billion annually to the Texas economy. Texas is the third largest nursery and floriculture producer in the United States.

A COST-EFFECTIVE VEHICLE FOR ADVERTISING PRODUCTS AND SERVICES TO THE NURSERY/LANDSCAPE INDUSTRY PROFESSIONAL

MEMBERSHIP DIRECTORY & BUYERS' GUIDE



Sizes

Membership Directory	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"
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1/4 page	3 3/8"	4 5/8"
1/6 page	2 1/8"	4 5/8"
1/8 horizontal	2 1/8"	3 3/8"

Rates

Membership Directory	MEMBER	NON-MEMBER
Back cover	\$2,553	\$2,678
Inside covers	\$2,368	\$2,493
Tab dividers	\$2,050	\$2,175
Full page	\$1,925	\$2,050
2/3 page	\$1,750	\$1,875
1/2 page island	\$1,585	\$1,710
1/2 page	\$1,451	\$1,576
1/3 page	\$1,265	\$1,390
1/4 page	\$1,111	\$1,236
1/6 page	\$1,018	\$1,143
1/8 page	\$936	\$1,061

All above ads are color pricing. Subtract \$700 for black & white ads.

Specifications

MECHANICAL REQUIREMENTS:

Trim size - 8 1/2 x 11 inches
 Bleed size - 8 3/4 x 11 1/4 inches
 Binding - Spiral bound, bleed ads should allow 1/4 inch

MATERIAL REQUIREMENTS:

Ad artwork should be supplied in electronic file format. **PDF files are preferred.** Resolution must be 300 dpi. Use CMYK color settings. TNLA uses Mac-based Adobe software. If file is too large to email, please call 800.880.0343 for FTP instructions.

PRINTING/BINDING:

Offset, sheet fed, spiral bound, laminated tab dividers.
PRODUCTION: Need help designing an ad? TNLA has arranged for you to receive affordable rates for production services (graphics, layout, design). Contact our advertising sales at 800.880.0343 or email advertising@tnlaonline.org for more information.

ACCEPTANCE TERMS:

Discounted rates apply to current TNLA members. Contracts must be received prior to closing date. Ads are non-commissionable. Ads must be camera-ready electronic files or additional charges may apply. It is TNLA's policy to automatically pick up your most recent ad unless you provide instructions and/or artwork by TNLA's materials deadline. See contract for specific deadlines. Cancellations after closing date are charged at 100%. Net due within 30 days of invoice. 1.5% interest applies after 30 days.



EVENT GUIDE

ROADMAP FOR THE TRADESHOW

Nursery/Landscape EXPO Program

Ad closing:
June 15

TARGET DEMOGRAPHICS: Attendees are qualified buyers from large to small businesses including:

- Retail garden centers
- Landscape contractors
- Landscape architects
- Grounds maintenance
- Growers & producers
- Arborists
- Irrigators
- Suppliers
- Manufacturers
- Dealers and more!

Over 70% of attendees are mid- to upper-level managers and 82% of them play a major role in company purchase decisions.

FREQUENCY: Published annually in August for Nursery/Landscape EXPO.

CIRCULATION: Over 7000 programs printed & distributed at EXPO.

ADVERTISER BENEFITS: As an exhibitor, include your booth number in your ad to drive additional traffic to your booth during the event.

DESCRIPTION: Nursery/Landscape EXPO continues to be the South Central United States' largest gathering of nursery/landscape professionals for over 50 years. For the last 6-10 years, over 50% of its attendees returned to the show. The success and longevity of EXPO is due to the fact that Texas is the third largest nursery and floriculture producer in the United States.

Industry professionals know without a doubt that this is the premier show to attend for profitable face-to-face interaction, networking, return on relationships, and sales opportunities.

INDUSTRY SCOPE: The Texas nursery, plant production, and landscaping industry contributes \$13.8 billion annually to the Texas economy.



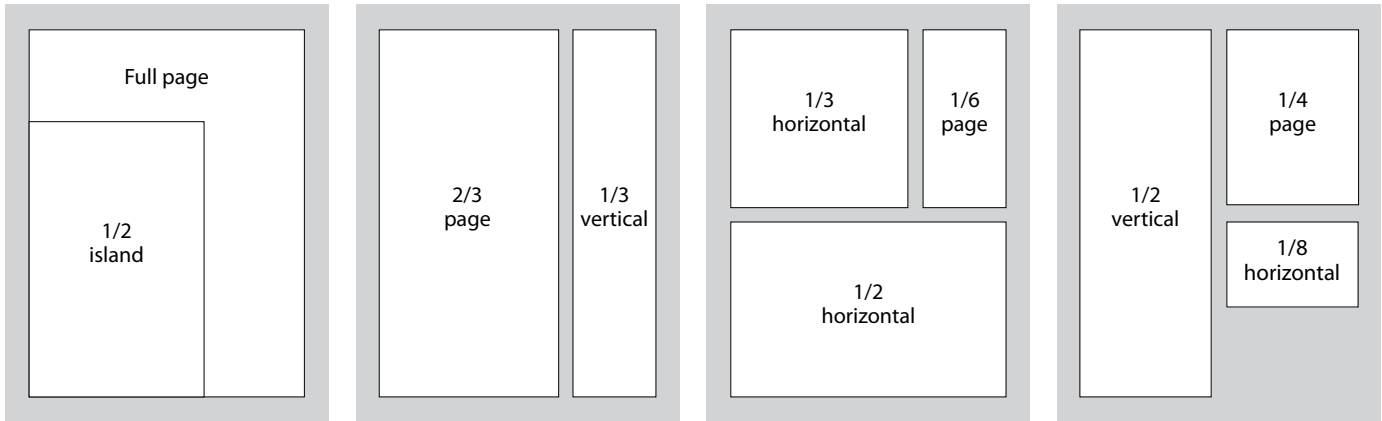
Tradeshaw Week Magazine's Top 200 tradeshows for over 20 years

PROGRAM FEATURES:

- Complete exhibitor listing
- Company profile and product information
- Product cross-reference list
- Event schedules
- Pull-out map of floor plan

ADVERTISE TO GET THE MOST EXPOSURE

NURSERY/LANDSCAPE EXPO PROGRAM



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Resolution must be 300 dpi. Use CYMK color settings.

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Receive a
10% discount
on multiple
insertions