

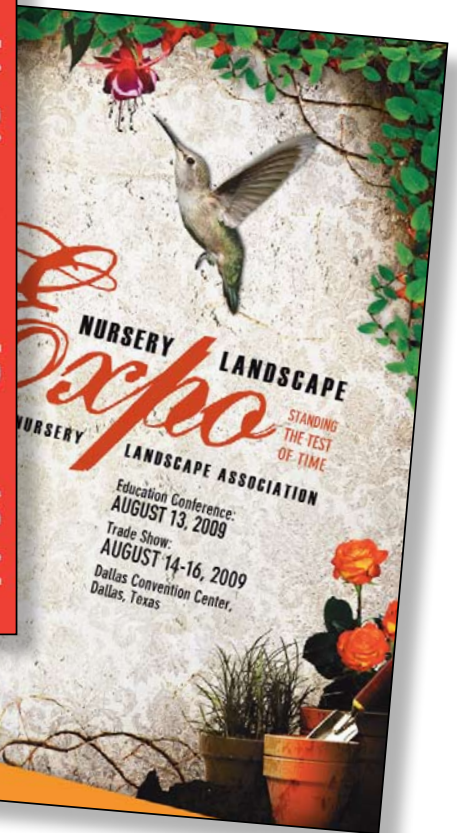
# Media Planning Guide



TNLA Green magazine



TNLA Membership Directory and Buyers' Guide



Nursery/Landscape EXPO Program





# ADVERTISING INSERTION ORDER

Texas Nursery & Landscape Association • 7730 South IH-35 • Austin, TX 78745-6698  
800.880.0343 • Fax: 512.280.3012 • Email: advertising@tnlaonline.org



Advertiser \_\_\_\_\_ Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

URL or e-mail address your ad should link to: \_\_\_\_\_

TNLA Member  Yes  No Membership number \_\_\_\_\_

## RATES (All publication ads are color pricing.)

	TNLA Green online magazine		Membership Directory & Buyers' Guide -or- EXPO Program	
	Member	Non-Member	Member	Non-Member
<input type="checkbox"/> Full Page	\$799	\$959	\$1,925	\$2,050
<input type="checkbox"/> 2/3 Page	X	X	\$1,750	\$1,875
<input type="checkbox"/> 1/2 Island	\$640	\$800	\$1,585	\$1,710
<input type="checkbox"/> 1/2 Page	\$450	\$540	\$1,451	\$1,576
<input type="checkbox"/> 1/3 Page	\$375	\$450	\$1,265	\$1,390
<input type="checkbox"/> 1/4 Page	\$350	\$420	\$1,111	\$1,236
<input type="checkbox"/> 1/6 Page	\$275	\$330	\$1,018	\$1,143
<input type="checkbox"/> 1/8 Page	\$236	\$283	\$936	\$1,061
<input type="checkbox"/> Classified	\$49	\$61	X	X
<b>Premium Positions</b>				
<input type="checkbox"/> Back Cover	X	X	\$2,553	\$2,678
<input type="checkbox"/> Inside Covers	\$899	\$1,059	\$2,368	\$2,493
<input type="checkbox"/> Tab Pages*	\$924	\$1,109	\$2,050	\$2,175
<input type="checkbox"/> Belly Band	\$924	\$1,109	X	X
<input type="checkbox"/> Sponsorship Page	\$999	\$1,159	\$2,050	\$2,175

\* Excludes EXPO Program

### Rich Media Options

Audio, Video, or Flash Animation up to 25GB is \$150 for Members, \$200 for Non-Members, in addition to the ad rate.

### Multiple Insertion Discount

Receive a 10% discount when you advertise in more than one publication.

### Placement

Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

### Black & White

Subtract \$700 for black & white ads in Membership Directory & Buyers' Guide and EXPO Program.

## COMMITMENT

(Indicate what months and year to run ad)

issue date:	ad closing:
<input type="checkbox"/> January _____	Nov. 15
<input type="checkbox"/> February _____	Dec. 15
<input type="checkbox"/> March _____	Jan. 15
<input type="checkbox"/> April _____	Feb. 15
<input type="checkbox"/> May _____	March 15
<input type="checkbox"/> June _____	April 15
<input type="checkbox"/> July/August _____	May 15
<input type="checkbox"/> September _____	July 15
<input type="checkbox"/> October _____	Aug. 15
<input type="checkbox"/> November _____	Sept. 15
<input type="checkbox"/> December _____	Oct. 15
<input type="checkbox"/> Membership Directory _____	April 16
<input type="checkbox"/> EXPO Program _____	June 15

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

## AD MATERIALS

For ad dimensions and electronic file specifications, refer to rate sheet or go online to [www.tnlaonline.org](http://www.tnlaonline.org). Ads must be camera-ready electronic files or additional charges will apply.

Email ads to [advertising@tnlaonline.org](mailto:advertising@tnlaonline.org) or call 800.880.0343 for FTP site instructions.

## CONTRACT ACCEPTANCE TERMS

- Discounted rates only apply to current TNLA members • Signed contracts must be received on or before closing date • Ads are non-commissionable
- It's TNLA's policy to automatically pick up your most recent ad unless you provide instructions and/or artwork by TNLA's materials closing deadline.
- Cancellations after closing date are charged at 100%. Net due within 30 days of printing. 1.5% interest applies after 30 days.
- Advertiser agrees to all regulations stated in the current rate card. 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 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. Venue for any cause of action hereunder shall be in Travis County, Texas.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

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](http://www.tnlaonline.org)) for extended exposure for advertisers.

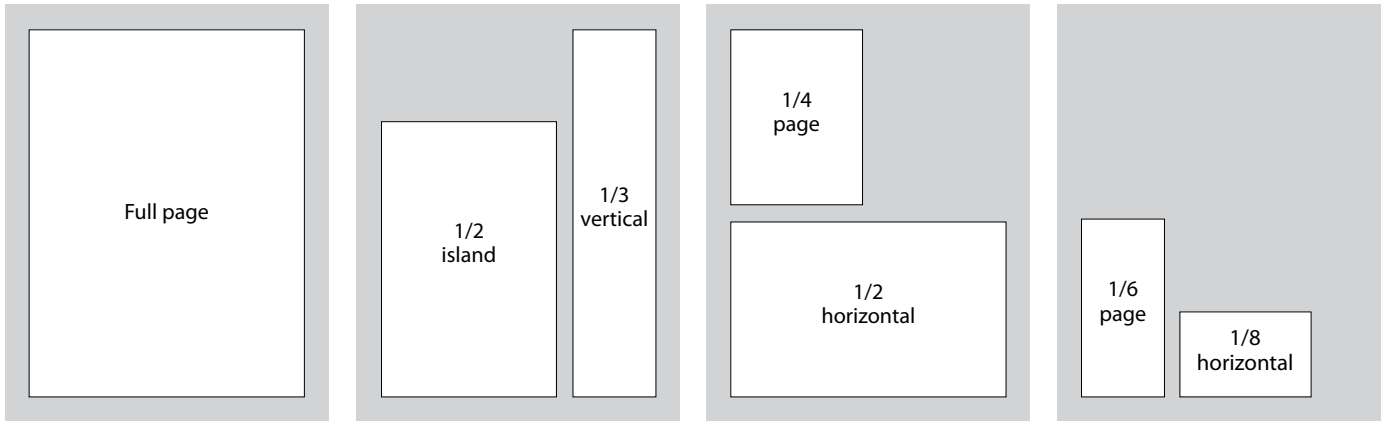
**ABOUT TNLA:** Texas Nursery & Landscape Association was formed in 1999 when the Texas Association of Nurserymen (TAN) merged with the Texas Association of Landscape Contractors (TALC). TNLA members are growers, landscape contractors, retail nursery, and supplier Green Industry businesses.

**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 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"

## Rates

TNLA Green magazine	MEMBER	NON-MEMBER
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

No additional charge for full-color ads.



## Specifications

### MECHANICAL REQUIREMENTS:

Trim size - 8 1/2 x 11 inches  
Bleed size - 8 3/4 x 11 1/4 inches

**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](mailto: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](mailto:advertising@tnlaonline.org) with the subject line "Classified Advertising."

**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.

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, 2010

**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.

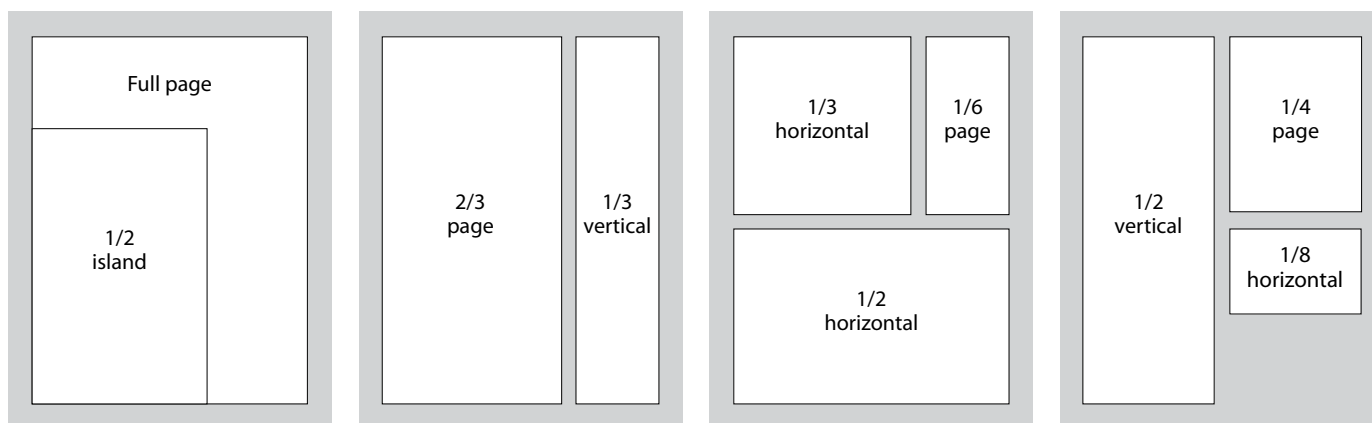
*A reference tool that stays with the decision-makers throughout the year*

**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"
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## 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](mailto:advertising@tnlaonline.org) for more information.

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# EVENT GUIDE

## ROADMAP FOR THE TRADESHOW

# Nursery/Landscape EXPO Program

**Ad closing:  
June 15, 2010**

**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**

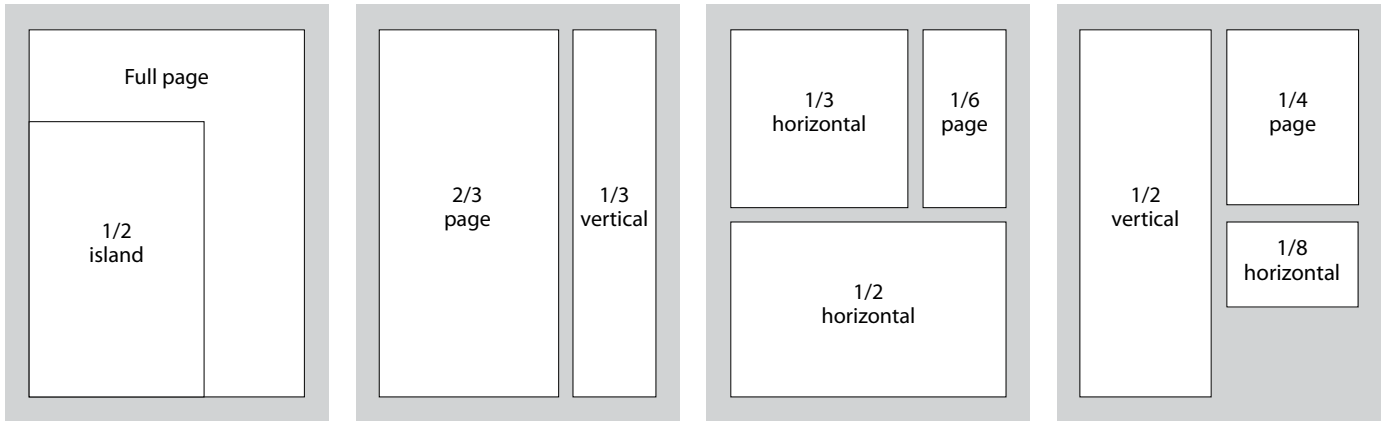
### PROGRAM FEATURES:

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

**2010 NURSERY/LANDSCAPE EXPO:** Make plans now to advertise in the 2010 Nursery/Landscape EXPO program, coming to San Antonio on August 20-22, 2010.

**ADVERTISE TO GET THE MOST EXPOSURE**

# NURSERY/LANDSCAPE EXPO PROGRAM



## Sizes

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1.5% interest applies after 30 days.

Receive a  
10% discount  
on multiple  
insertions