

2024 ADVERTISING OPTIONS

With Texas Nursery & Landscape Association (TNLA) advertising, your brand reaches thousands who work in the nursery and landscape industry in Texas. We have four options available—display ads in the *Working for You* digital magazine, banner ads in the *Working for You* biweekly membership e-newsletter, display ads in the EXPO Guide, and banner ads in the weekly *Green Matters* industry e-newsletter.

WORKING FOR YOU

Working for You is the official digital magazine for TNLA. Published two times a year in Spring, and Fall, each issue focuses on industry topics including award recognitions, association and membership news, and industry articles. The publication reaches 2,000+ TNLA members plus an additional 12,000 industry professionals. *Working for You* biweekly e-newsletter brings upcoming events and calls to action to TNLA's 2000+ members and has a 33% open rate.

EXPO GUIDE

The EXPO Guide is printed and mailed to TNLA members prior to the annual EXP, and is distributed onsite. The guide includes event, education and exhibitor information. Exhibitors are encouraged to advertise to help increase booth traffic. Companies not attending EXPO can still have a show presence by advertising in the EXPO Guide.

GREEN MATTERS

Green Matters is the weekly industry e-newsletter reaching both TNLA members and peers within the nursery and landscape field. It is sent to over 14,000+ individuals and has a 20% open rate.

PEER-TO-PEER MARKETING TOOL

Your advertisement can help you attain project leads and partnerships by educating readers on the services and products you provide. Our team will work with you one-on-one to make sure your message is on-target and compliments your other marketing activities. Ad design is provided and included if you need assistance.

READERSHIP

TNLA readers include growers, landscapers, arborists, retail garden centers, hardscapes, tools, power equipment and machinery, irrigators, and suppliers.



Buying Power. Over 80% of TNLA readers have decision-making power to influence or directly purchase products, services, or equipment.

Subscribers. TNLA subscribers include company owners, chief operating officers, executives, directors, managers and 700+ TNLA Certified Professionals.

Working for You - Digital Magazine

PUBLICATION SPECS / ADVERTISING RATES

Working for You is an 8 1/2" by 11", full-color digital publication, with two issues annually. Rates are for full color advertisements and include ads in both issues. Black-and-white ad rates are available upon request.

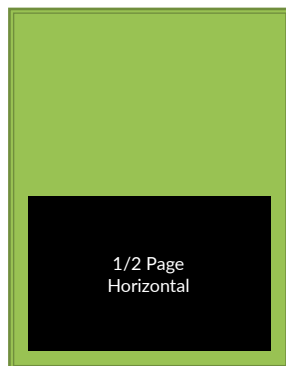
	Member Rate*	Non Member Rate*
1/2 Page	\$1000	\$1500
1/3 Page	\$600	\$1100
1/6 Page	\$300	\$800

*The rates include one ad in each issue for a total of two ads annually. Rates include ad design.

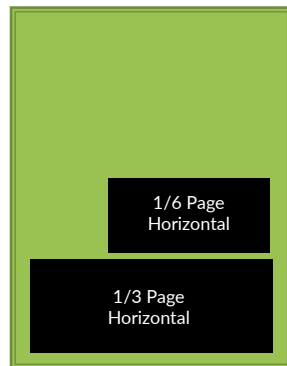
Not a member? Join today at <https://www.tnlaonline.org/membership.html>



AD SIZES / SPECS



1/2 Horizontal: 7.25" x 4.75"



1/6 Horizontal: 4.75" x 2.25"

1/3 Horizontal: 7.25" x 2.875"

ADVERTISING DEADLINES / PURCHASING AN AD

ISSUE	ADS CLOSE	AD MATERIALS DUE	DISTRIBUTION DATE
2024			
Awards	2/5/24	2/7/24	3/1/24
Fall	10/1/24	10/3/24	11/15/24

To reserve ad space, contact Chellie Thompson at chellie@monarchmediainc.com. A signed ad agreement will be emailed and must be signed and received to reserve space by the close of business on the date the ads close.

EXPO Guide

PUBLICATION SPECS / ADVERTISING RATES

The EXPO Guide is an 8½" by 11", full-color printed publication mailed to TNLA members and distributed at EXPO. Rates are for full color advertisements. Black-and-white ad rates are available upon request.

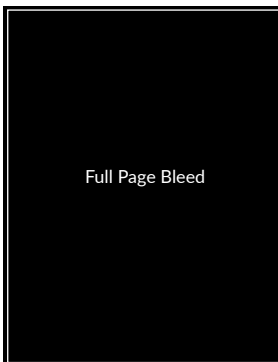
	Member Rate*	Non Member Rate*
Full Page	\$1025	\$1225
1/2 Page	\$775	\$975
1/3 Page	\$525	\$725
1/6 Page	\$275	\$475

*Rates include ad design.

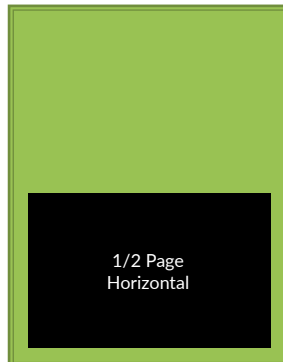
Not a member? Join today at <https://www.tnlaonline.org/membership.html>



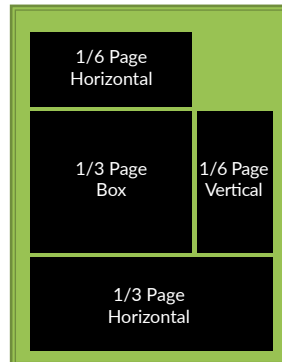
AD SIZES / SPECS



Trim: 8.5" x 11"
 Full, Bleed: 8.75" x 11.25"
 Full, No Bleed: 7.25" x 9.75"



1/2 Horizontal: 7.25" x 4.75"



1/6 Horizontal: 4.75" x 2.25"
 1/3 Box: 4.75" x 4.75"
 1/6 Vertical: 2.25" x 4.75"
 1/3 Horizontal: 7.25" x 2.875"

ADVERTISING DEADLINES / PURCHASING AN AD

ISSUE	ADS CLOSE	AD MATERIALS DUE	DISTRIBUTION
EXPO Guide	6/3/24	6/5/24	8/1/24

To reserve ad space, contact Chellie Thompson at chellie@monarchmediainc.com. A signed ad agreement will be emailed and must be signed and received to reserve space by the close of business on the date the ads close.

E-Newsletters: Working for You & Green Matters

E-NEWSLETTER SPECS / ADVERTISING RATES

The *Working for You* membership e-newsletter is distributed biweekly to TNLA's 2,000+ members. The *Green Matters* industry e-newsletter is distributed weekly to 14,000+ individuals including TNLA members and industry professionals. Rates are for a minimum of 20 weeks for *Working for You* and 45 weeks for *Green Matters*. Space is limited and subject to availability. Advertisers will receive monthly open and click-rate reports on each ad placement with either e-newsletter.

Frequency	12-months	6-months	1-month
<i>Working for You</i>	\$2750	\$1500	\$275
<i>Green Matters</i>	\$5000	\$2700	\$475

TNLA members receive a 10% discount on advertising.
Not a member? Join today at tnlaonline.org.

AD SIZES / SPECS



Banner Ad Dimensions
580 pixels wide x 105 pixels tall

Acceptable file types include:
GIF, JPG, PDF or PNG.

File size should be under 50k.



ADVERTISING DEADLINES / PURCHASING AN AD

To reserve ad space in an e-newsletter, contact Chellie Thompson at chellie@monarchmediainc.com. E-newsletter ads can be purchased at anytime throughout the year. A signed ad agreement will be emailed and must be signed and received to reserve space. Ads will be placed, as space allows, in the next available e-newsletter.

ADVERTISING BUNDLES

Take full advantage of all TNLA advertising opportunities. Custom advertising bundles for the magazine, Guide and e-newsletters are available for purchase. Contact Chellie Thompson at chellie@monarchmediainc.com for details.

PRODUCING YOUR ADS*

*All ads come with optional ad design. If you need design assistance, please contact chellie@monarchmediainc.com.

DIGITAL/PRINT PUBLICATION ADS

COLOR – Use CMYK, four-color process for all images and graphics that print in color. Use grayscale for all black-and-white ads.

FONTS – Embed all fonts. To avoid font issues with EPS files, convert all fonts to outlines.

BLEED / LIVE SPACE – Full-page ads in *Working for You* may bleed. Use bleed specs which allow an 1/8" (0.125") beyond trim. Omit crop marks or offset crop marks by at least 1/4" (0.25"). Live matter (anything important or necessary to the reader) must be 1/4" (.25") from the trim.

IMAGE RESOLUTION – All images should be 300 dpi.

FILE TYPE – Provide a print-resolution (300 dpi) PDF with live or vector type.

E-NEWSLETTER ADS

FILE TYPE – Acceptable file types include: GIF, JPG, PDF or PNG.

File size should be under 50k. All ads with a white background must include a 1-pixel black or gray border. Ads can be updated monthly or more frequent upon request.

BANNER AD DIMENSIONS – 600 pixels wide x 100 pixels tall.

HYPERLINKS – Please specify the target URL for your advertisement.

SUBMITTING YOUR AD

EMAIL / FILE SHARE – Email your ad directly to Chellie Thompson at Monarch Media, chellie@monarchmediainc.com. You may share large files through Dropbox or other safe file-sharing platform.

TERMS / CONDITIONS

All copy and contracts are subject to approval. Both TNLA and Monarch Media reserve the right to refuse advertisements not in accordance with the advertising policies of TNLA. Additions and corrections to advertisements that are received after the ad materials deadline for that issue are not guaranteed.

Billing terms are "Net 30 Days" unless otherwise stated. Invoices are emailed once the issue is distributed or once a signed e-newsletter advertising agreement is received.

QUESTIONS?

Chellie Thompson, Monarch Media & Consulting, Inc.

TNLA Ad Sales Representative, 512.293.9277, chellie@monarchmediainc.com