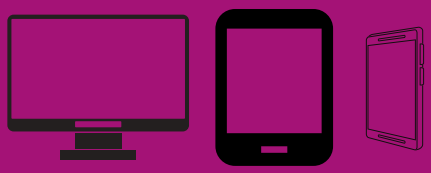
TNLA DIGITAL BRANDING SOLUTIONS

Reach the Entire Texas Green Industry



BI-WEEKLY/FRIDAY TNLA WORKING FOR YOU: $4,000

FOR TNLA MEMBERS ONLY, Ad Placement for the duration of 12 months

- Over 2,300 subscribers for TNLA e-newsletter updates with more being added every day, 17% Open Rate
- Opportunity to switch out artwork one week out to send
- Select Digital Ad Placement within the Working For You digital e-newsletter that lives online
- Additional Digital Banner Ad Placement within the email sent out for Working For You to our members
- Monthly reports with Digital click rates on each ad placement within the bi-weekly email sent PLUS Monthly Digital click rates for each digital e-newsletter that lives online

TUESDAY GREEN MATTERS: $4,000

FOR TNLA MEMBERS ONLY, Banner Ad Placement for the duration of 12 months

- Sent to over 6,900 industry subscribers for Green Industry e-news updates, 20% Open Rate
- Opportunity to switch out artwork one week out to send
- Monthly reports with Digital click rates on each banner ad placement within the weekly email

GREEN REPORT PODCAST: $1,500

FOR TNLA MEMBERS ONLY, 3 SELECT PODCAST EPISODES, through June 2021

- 60-100 listeners per episode, available on Apple Podcasts and Google Play Music
- Includes Pre- and Post-roll Audio Message, total of 45 seconds, produced by TNLA or by Your Company
- Download analytics provided after each episode with ability to switch out Audio Message a week prior to posting podcast episode
- Promotion of Green Report is conducted on all of TNLA's marketing vehicles including: TNLAonline, Social Media (Facebook, Instagram, LinkedIn, & Twitter) via email through newsletters and special updates

TNLA MOBILE APP: Sponsored Ads: Leaderboard $3,500/year or $2,000/6 months and/or Square $1,100/Year or $600/6 months

FOR TNLA MEMBERS ONLY

- Sponsored Ad(s) placed within a specific TNLA Community with two size options, leaderboard and square
- Includes ad location on TNLA Community Discussion Posts and Daily Digest
- Promotion of Community Group will be featured on Working For You and select Social Media Posts

Hyper-personalize your Digital Brand Today

Contact Advertising@tnlaonline.org or call 512-579-3854

www.TNLAonline.org

NEW

The Green Shop- Think Different, NEW Opportunity to brand your company within TNLA's Special Editions of Working For You E-newsletter, 1/4 Ad is $199 Per Special Edition

FOR TNLA MEMBERS ONLY

- 1/4 Ad includes a product image, bullet points about the featured product and button hyperlinked to your company's website (digital click rates available after each issue)
- Additional BONUS placement of 1/4 Ad in Green Matters e-news reaching over 6,900 subscribers
- Holiday Showcase Special Edition: sent on Dec. 18, 2020, Artwork Due Dec. 9, 2020
- Gear up for Spring Special Edition: sent on Feb. 19, 2021, Artwork Due Feb. 10, 2021
- Hot Items for Summer Special Edition: sent on June 11, 2021, Artwork Due June 2, 2021

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