

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 July 2020-June 2021

- 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 July 2020-June 2021

- Sent to over 2,300 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, July 2020 - 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

