

ADVERTISING OPPORTUNITIES FOR TNLA MEMBERS

TNLAONLINE.ORG

With Texas Nursery & Landscape Association (TNLA) advertising, your brand reaches thousands who work in the nursery and landscape industry in Texas. We have three opportunities available—display ads in the newly launched *Working For You* publication; banner ads in the biweekly membership e-newsletter, *Working For You*; and banner ads in the weekly *Green Matters* industry e-newsletter.

WORKING FOR YOU

Working For You is the *NEW*, official publication of TNLA. Published three times a year in Winter, Summer, and Fall, each issue focuses on topics impacting the industry including award recognitions, the Nursery and Landscape EXPO, association and membership news, and event highlights. The publication reaches 1200+ member firms including 3,500+ TNLA members. *Working For You* also has a biweekly corresponding e-newsletter with a 44% open rate.

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 10,500+ individuals and has a 34% open rate.

PEER-TO-PEER MARKETING TOOL

Advertising in *Working For You* is only available to TNLA members. Advertising in *Green Matters* is available to TNLA members and nonmembers. 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. Not a member? Join today at www.tnlaonline.org.

READERSHIP

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

Landscape - 32%

Grower - 31%

Retail - 20%

Supplier - 17%

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.

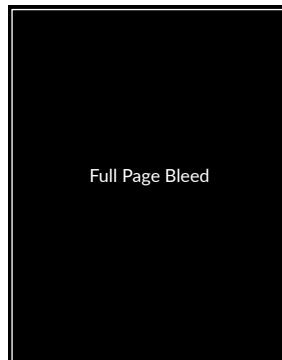
Working For You - Digital & Print Magazine

PUBLICATION SPECS / ADVERTISING RATES

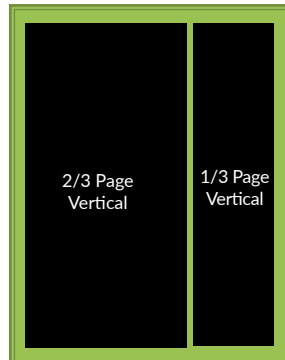
Working For You is an 8½" by 11", full-color publication, with three special editions annually. All rates are per insertion. Black-and-white ad rates are available upon request.

Frequency	FULL-COLOR	
	1x	3x
Full Page	\$1500	\$1250
2/3 Page	\$1350	\$1100
1/2 Page	\$900	\$765
1/3 Page	\$500	\$425
1/6 Page	\$250	\$200

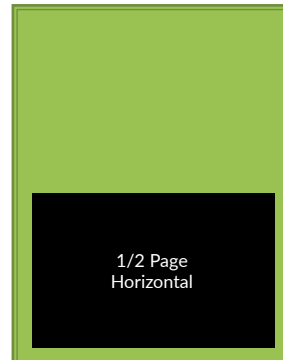
AD SIZES / SPECS



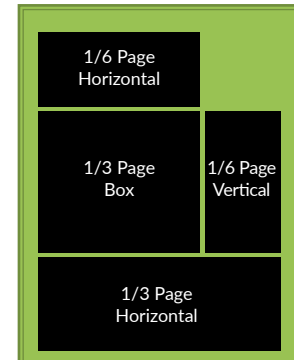
Trim: 8.5" x 11"
Full, Bleed: 8.75" x 11.25"
Full, No Bleed: 7.25" x 9.75" tall



2/3 Vertical: 4.75" x 9.75"
1/3 Vertical: 2.25" 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 DATE
2023			
Spring (Digital 2023)	2/10/23	2/14/23	2/17/23
EXPO Guide (Digital & Print)	6/15/23	6/17/23	8/1/23
Fall (Digital & Print)	10/2/23	10/4/23	10/15/23

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 2500+ members. The *Green Matters* industry e-newsletter is distributed weekly to 10,500+ 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.

	FULL-COLOR
Frequency	Annually*
<i>Working For You</i>	\$2750
<i>Green Matters</i>	\$4000

*Nonannual rates are available upon request.

NEW BONUS PUBLICATION ADS

Annual placements in *Working For You* or *Green Matters* e-newsletters includes one full-page ad in the summer EXPO Guide issue of *Working For You*. If you purchase ads in both e-newsletters, you will receive a full-page ad in all three *Working For You* digital and print issues.

AD SIZES / SPECS



Banner Ad Dimensions

600 pixels wide x 100 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. 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.

PRODUCING YOUR ADS*

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 border. Ads can be updated throughout the year.

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

HYPERLINKS – Please specify the target URL for your advertisement.

ANIMATION – TNLA does not accept animated digital ads.

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.

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

QUESTIONS?

Chellie Thompson, Monarch Media & Consulting, Inc.

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

