

pro | grow | news

www.mnla.com



The Official Publication of the Massachusetts Nursery and Landscape Association, Inc.



pro | grow | news
Published quarterly

MNLA Membership Directory
Published annually

**New opportunities to enhance
your digital footprint**

2018 Advertising Opportunities



pro|grow|news... THE magazine of choice

It's what's inside that counts. Readers trust **pro|grow|news**. All of the content is self-generated specifically for the New England market.

Issue to issue we hold true to the promise of providing readers a steady selection of specifically targeted, custom-written articles, designed to help them run their businesses more creatively, more effectively, more efficiently.

The Massachusetts Nursery and Landscape Association has a long history of innovation. **pro|grow|news** is simply a reflection of MNLA and its position in the industry. Its purpose is to promote the environmental well being of the state as well as the highest levels of business ethics within the profession.



Who reads pro|grow|news?

pro|grow|news readership is association based. Its primary readership is the membership of the Massachusetts Nursery and Landscape Association. The magazine audience is comprised of the industry groups—

- Landscape designers, contractors and management firms
- Garden centers; greenhouse and nursery production; growers
- Suppliers to the nursery, greenhouse and landscape industry

pro|grow|news frequency is quarterly with a circulation of more than **1,500 per issue**



The MNLA Membership Directory Completes the Package

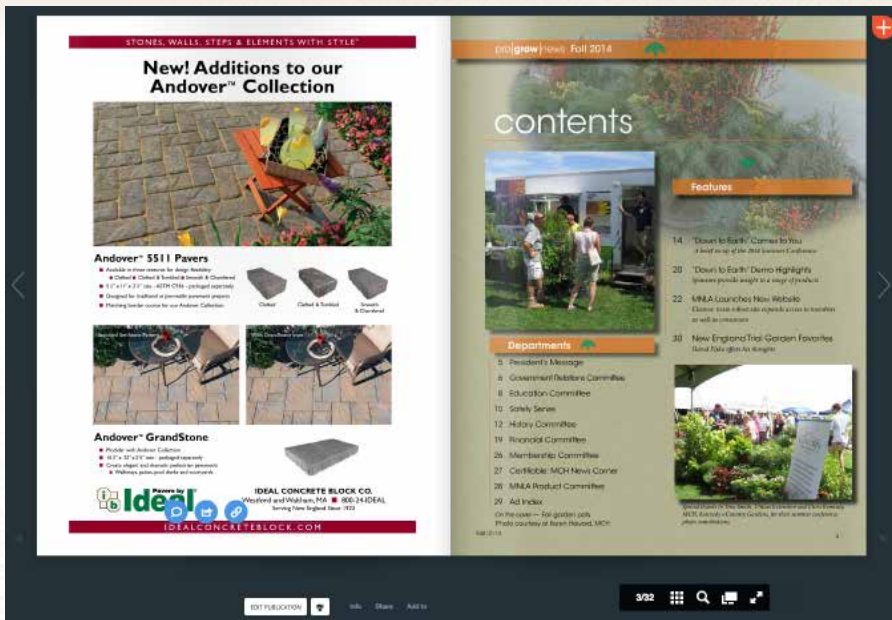
The annual MNLA Membership Directory provides a comprehensive resource for both buyers and sellers.

Advertising in the MNLA Membership Directory is a must for any company that is serious about the nursery, greenhouse and landscape industry.

Distributed in person at major industry events, like New England Grows, Down to Earth Summer Conference, Plant Geek Day, and many more. This annual publication is used as a valuable buying reference all year long.



A full digital edition to give you more exposure



At no additional cost to the advertiser **pro|grow|news** publishes a fully interactive edition of each quarterly issue.

In this digital edition all web links are active, as well as, any email addresses contained within text. This further enhances the reader's ability to take advantage of the publication and communicate with advertisers, members and the association. The digital edition will enhance the reader's experience and provides access to an expanded strata of readership.



Clicking on the web link activates access to three blue buttons each of which has distinct and useful functions—

1. Allows you to share the page or advertisement on Pinterest, Facebook, Twitter or simply send an email to the company.
2. Allows you to sign in and comment on the page.
3. Is a direct access link to the advertiser's website.

A FREE benefit to loyal advertisers

MNLA has completely re-designed and enhanced the website. Check it out www.mnla.com. You'll find:

- Easier meeting and event registration
- Simpler social media engagement
- Streamlined navigation
- Excellent search function
- Cleaner look and feel

NEW—Online advertising

New and added benefit for advertisers of 1/2 page or more in all four issues of ProGrowNews will be a web ad on the home page of our website for FREE—a \$250 value. The ad will run for the calendar year. The dimensions for an online ad are 330px x 260px, and must be RGB at 72dpi. Call Debbie Rauen for all the details!

817-501-2403



Winter



Spring



Summer



Fall



2018 Display Advertising Rates — pro|grow|news

| MNLA Member Rate | | | Nonmember Rate | | |
|-----------------------------|-------|-------|-----------------------------|-------|-------|
| | 1x | 4x | | 1x | 4x |
| Page | \$635 | \$613 | Page | \$809 | \$779 |
| 1/2 | 526 | 510 | 1/2 | 657 | 634 |
| 1/4 | 439 | 427 | 1/4 | 535 | 518 |
| For B/W rate subtract \$200 | | | For B/W rate subtract \$200 | | |

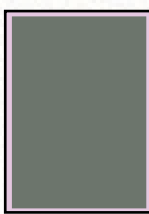
Covers

| MNLA Member Rate | | | Nonmember Rate | | |
|---|-------|-------|----------------|--------|-------|
| | 1x | 4x | | 1x | 4x |
| Back | \$787 | \$729 | | \$1022 | \$940 |
| Inside Front | 766 | 709 | | 992 | 913 |
| Inside Back | 722 | 670 | | 931 | 858 |
| B/W ads not available for cover positions | | | | | |

Ad Sizes



Full Page Bleed
8-5/8 x 11-1/8



Full Page (no bleed)
7-3/8 x 9-7/8



1/2 Page
7-3/8 x 4-7/8



1/4 Page
3-5/8 x 4-7/8

**Don't see
your ad size?**

**Call Debbie
for a
price quote.**

817-501-2403

Issues and Deadlines

| Spring 2018 | | Summer 2018 | | Fall 2018 | | Winter 2018 | |
|-------------------|---------|-------------------|---------|-------------------|---------|-------------------|---------|
| Ad deadline: | Feb. 23 | Ad deadline: | May 25 | Ad deadline: | Aug. 10 | Ad deadline: | Nov. 9 |
| Material due: | Mar. 2 | Material due: | May 31 | Material due: | Aug 15 | Material due: | Nov. 15 |
| In readers hands: | Mar. 20 | In readers hands: | June 20 | In readers hands: | Sep. 20 | In readers hands: | Dec. 20 |

Contacts

Advertising Sales

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Association Office

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mnlaooffice@aol.com

2018 MNLA Membership Directory

The annual MNLA Membership Directory provides a comprehensive resource for both buyers and sellers. Advertising in the MNLA Membership Directory is a must for any company that is serious about the nursery, greenhouse and landscape industry.

This DIGITAL publication is a valuable buying reference which MNLA will promote all year long. A quarterly update will be sent to all MNLA Members and other important groups to enhance advertiser exposure throughout the year!

Display Advertising Rates — Membership Directory

| MNLA Member Rate | | Nonmember Rate | |
|-----------------------------|-------|-----------------------------|-------|
| 4-Color | | 4-Color | |
| Page | \$625 | Page | \$797 |
| 1/2 | 525 | 1/2 | 455 |
| 1/4 | 425 | 1/4 | 315 |
| For B/W rate subtract \$200 | | For B/W rate subtract \$200 | |

Directory Covers

| MNLA Member Rate | | Nonmember Rate | |
|---|-------|----------------|--------|
| 4-Color | | 4-Color | |
| Back | \$900 | | \$1100 |
| Inside Front | 825 | | 1075 |
| Inside Back | 825 | | 1075 |
| B/W ads not available for cover positions | | | |

Artwork Requirements for MNLA publications

- **progrownews** and the **MNLA Membership Directory** are produced on Macintosh using InDesign, Adobe Photoshop and Adobe Illustrator.
- High resolution, print ready PDF files are the preferred material for ad submission. If you have a different type of file, please call to check compatibility.
- Files in excess of 25MB should not be emailed, but transferred by a public file conveyance such as Dropbox.

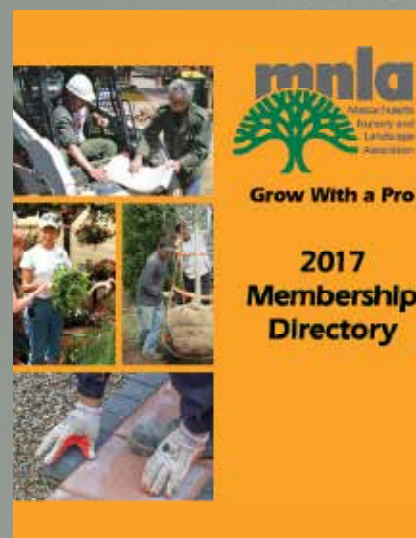
Commissions and Discounts

No agency commission or discounts are allowed.

ALL NEW—

**Completely
Digital Edition**

**With 4 Quarterly
Updates**





ADVERTISING AGREEMENT

We agree to reserve advertising space as indicated below, subject to the terms, conditions and rates as specified in the 2018 rate card.

| | |
|-------------------|--|
| ADVERTISER: | |
| CONTACT: | |
| ADDRESS: | |
| CITY, STATE, ZIP: | |
| SIGNATURE: | |
| TITLE: | |
| PHONE AND EMAIL: | |
| DATE: | |

| ISSUE | AD SIZE | COLOR | FREQUENCY | AD COST |
|------------------|---------|-------|-----------|---------|
| Member Directory | | | | |
| | | | | |
| | | | | |
| Spring | | | | |
| | | | | |
| | | | | |
| Summer | | | | |
| | | | | |
| | | | | |
| Fall | | | | |
| | | | | |
| | | | | |
| Winter | | | | |

Terms and Conditions: Payment is due upon receipt of invoice. Advertising is accepted upon the condition that the advertiser is liable and guarantees payment even if advertising agency fails to pay. If the account is more than 120 days delinquent, publisher reserves the right to pull the advertisement until account is paid in full. To reinstate good credit, the account must be paid in full and next ad(s) must be prepaid. Delinquent advertisers are responsible for all collection expenses, including attorney fees and other costs. MNLA reserves the right to refuse advertising or to terminate the advertising agreement if advertiser is repeatedly delinquent. In the absence of advertiser instruction the last ad of appropriate size will be run in place to fulfill advertising agreement. I hereby agree to the terms and conditions stated above:

By _____ Title _____ Date _____