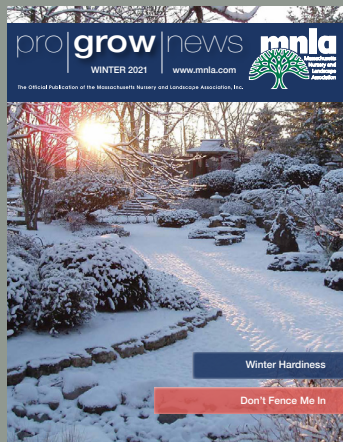


Winter



Spring



Summer



Fall



2024 Advertising Opportunities


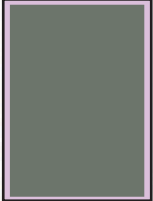
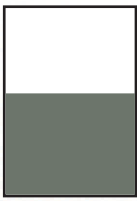

2024 Display Advertising Rates — pro|grow|news

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 2024	Summer 2024	Fall 2024	Winter 2024
Ad deadline: MAR. 8	Ad deadline: MAY 10	Ad deadline: AUG. 10	Ad deadline: NOV. 10

Contacts

Advertising Sales

Debbie Rauen
Phone (817) 501-2403
email — debbie.parksandrec@yahoo.com

Association Office

Rena Sumner, Executive Director
Massachusetts Nursery and
Landscape Association, Inc.
P.O. Box 924
Palmer, MA 01069
Tel: (413) 369-4731
mnlaoffice@gmail.com

2024 MNLA Directory and Hometown Guide

The annual MNLA Directory and Hometown Guide has been completely updated and redesigned with the end-user in mind. It now provides a comprehensive resource for industry buyers and qualified home gardeners. Advertising in the MNLA Directory is a must for any company that is serious about the nursery, greenhouse and landscape industry or who wants to broaden their public footprint. This unique publication is a valuable buying reference which MNLA will promote all year long. MNLA plans to distribute 10,000 copies.

The Directory provides feature content of significant value to the garden consumer market.

Display Advertising Rates — MNLA Directory

MNLA Member Rate		Nonmember Rate	
4-Color		4-Color	
Page	\$625	Page	\$797
1/2	525	1/2	655
1/4	425	1/4	515
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 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 20MB should not be emailed, but transferred by a public file conveyance such as Dropbox or WeTransfer.

Commissions and Discounts

No agency commission or discounts are allowed.



2023 Membership Directory

Four Seasons Guide

A Year Long Resource

- Complete MNLA Membership
- Massachusetts Certified Horticulturists
- UMASS Green Industry Resource Guide



ADVERTISING AGREEMENT

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

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

ISSUE	AD SIZE	COLOR	FREQUENCY	AD COST
2024 Member Directory				
Spring Winter				
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 _____