

GardenMinnesota Yearbook will showcase your products and services to approximately 140,000 readers. Don't miss your opportunity to be included in this annual consumer publication produced by the industry's premier organization, the Minnesota Nursery and Landscape Association.

DEADLINES

Materials For ads needing design*	Dec. 9
Space Reservation	Dec. 9
Camera ready art	Dec. 16

*There is a minimum Fee of \$75 For layout and design services. Call For a quote.

GardenMinnesota

Y E A R B O O K

Reach the lawn & garden consumer – advertise in this acclaimed publication

ANTICIPATED DISTRIBUTION TARGETING LAWN & GARDEN CONSUMERS

The goal of GardenMinnesota Yearbook is to inspire homeowners to invest in their outdoor living environment.

Estimated distribution: **140,000**

- April 11, 2012 targeted distribution via Star Tribune – 100,000 **StarTribune**
- Additional distribution points will include but, are not limited to:
 - Minneapolis Home & Garden Show (by the Minnesota State Horticultural Society)
 - St. Paul Home & Patio Show (by the Minnesota State Horticultural Society)
 - To homeowners by area realtors
 - Minnesota State Fair at the MNLA showcase garden

2012 Advertising Information



Being distributed
via the Star Tribune!

StarTribune

FOUR COLOR ADVERTISEMENT RATES

	Before October 14*	After October 14*
Center Spread	\$5,400	\$6,000
Outside Back Cover	\$5,400	\$6,000
Inside Front or Back Cover	\$5,400	\$6,000
Opposite Inside Front Cover	\$5,400	\$6,000
Full	\$2,999	\$3,299
1/2 page	\$2,079	\$2,289
1/3 page	\$1,599	\$1,749
1/6 page	\$899	\$999

BUSINESS CARD SECTION AD RATES

Four Color	\$479	\$499
Black & white	\$329	\$379

Design services available for a fee. We can scan a business card at no charge.

AD DESIGN – Ads can be designed from your supplied copy and materials for a minimum fee of \$75. Call for a quote.

Limited space available. Publisher reserves the right to limit the number of certain ad sizes.

*Above rates are MNLA Member Rates. Non-MNLA members, please add 15%.

5% prepayment discount available—payment must accompany insertion order.

DEFERRED PAYMENT IS AVAILABLE TO MAY 11, 2012.

AD SIZES AVAILABLE

BLEEDS: Keep live area 3/8" from all trim sides.

Size	Dimension (inches)	
	width	height
Center spread bleed	16 1/4 x	11 1/8
Center spread trim size	16 x	10 7/8
Outside back cover bleed	8 1/4 x	9
Outside back cover trim size (mail panel is on bottom of outside back cover)	8 x	8 7/8
Full page bleed	8 1/4 x	11 1/8
Full page final trim size	8 x	10 7/8
Full page non bleed	7 1/4 x	10
1/2 page horizontal	7 1/4 x	5
1/3 page horizontal	7 1/4 x	3 1/4
1/3 page vertical	2 1/4 x	10
1/3 page square	4 3/4 x	4 3/4
1/6 page horizontal	4 3/4 x	2 1/4
1/6 page vertical	2 1/4 x	5
Business card (must have border)	3 1/2 x	2

ELECTRONIC VISIBILITY

GardenMinnesota.com

Capture the attention of the 84,000+ visitors to www.GardenMinnesota.com!

Limited Preferred Positioning Available – Call Today!

30-DAY BASE RATE		
SIZE (IN PIXELS)	MAR-SEPT	OCT-FEB
230w x 192h	\$395	\$300

SITE STATISTICS

Average Monthly Visits: 6,896



GARDENMINNESOTA.COM'S Monthly eNews

Distribution: 7,000+ Rate: 1x-\$295 / 6x-\$250 / 12x-\$225

Ad Size: 230w x 192h (pixel) + 50 word max coupon copy

PUBLICATION SPECIFICS

Offset web printing with saddle stitch binding
Mailing panel on outside back cover
Trim size is 8 w x 10 7/8 h

MECHANICAL REQUIREMENTS

We prefer to work with Acrobat PDF files distilled to press quality. All graphics and fonts must be embedded in PDFs. The following formats will be accepted in order of preference: e-mail, discs, and camera ready artwork. Art may be emailed or uploaded via the internet (call your sales rep for details). If your submitted art file does not meet exact specifications, the publisher reserves the right to charge a file management fee.

SOFTWARE – We also accept files from QuarkXpress, Photoshop, InDesign or Illustrator. All graphic elements and all necessary fonts must accompany submitted electronic materials.

IMAGE COLOR & RESOLUTION – All graphics must be CMYK and high resolution (min. 300 dpi).

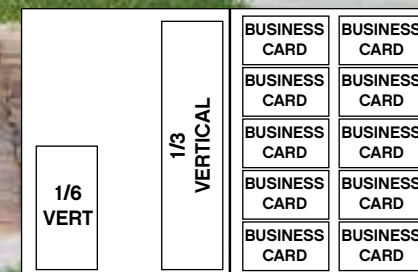


Minnesota Nursery & Landscape Association

Erica Nelson
Sales Representative

Phone: (952) 903-0505 x 3 • Fax: (763) 497-8810
erica@pierreproductions.com
www.mnla.biz • www.GardenMinnesota.com

Photo: © 2009 Paul Crosby.



MN Nursery & Landscape Association
2012 GardenMinnesota Yearbook Advertisement Insertion Order
 Advertiser – please fill out information and circle where requested – Fax this order to 763-497-8810

Company Name: _____
 Contact Person: _____
 Address: _____
 City, State, ZIP: _____
 Telephone: _____ Fax: _____ Email: _____

	Check preferred size below:	Dimensions:	Please circle appropriate rate below:	
			Before October 14 th *	After October 14 th *
_____	Center Spread*	16" w x 10-7/8" h	\$5,400	\$6,000
_____	Outside Back Cover*	8" w x 8-7/8" h	\$5,400	\$6,000
_____	Inside Front Cover*	8" w x 10-7/8" h	\$5,400	\$6,000
_____	Opposite Inside Front Cover*	8" w x 10-7/8" h	\$5,400	\$6,000
_____	Inside Back Cover*	8" w x 10-7/8" h	\$5,400	\$6,000
_____	Full Page*	8" w x 10-7/8" h	\$2,999	\$3,299
_____	1/2 Page horizontal	7-1/4" w x 5" h	\$2,079	\$2,289
_____	1/3 Page horizontal	7-1/4" w x 3-1/4" h	\$1,599	\$1,749
_____	1/3 Page vertical	2-1/4" w x 10" h	\$1,599	\$1,749
_____	1/3 Page square	4-3/4" w x 4-3/4" h	\$1,599	\$1,749
_____	1/6 Page horizontal	4-3/4" w x 2-1/4" h	\$899	\$999
_____	1/6 Page vertical	2-1/4" w x 5" h	\$899	\$999
_____	Assigned location	_____	\$450	\$500

*Above rates are MNLA Member Rates. Non-MNLA members, please add 15%

*The above-indicated ads are intended to bleed off the page. The dimensions listed are the trim size. For these ads, please bleed 1/2" off the trim size and keep live area 3/8" from all trim sides.

_____ Check here if you would like to use your 2011 GardenMinnesota Yearbook art in the 2012 publication.

Business Card Section Ad Rates

_____	Four Color Business Card	3-1/2" w x 2" h	\$479	\$499
_____	Black & White Business Card	3-1/2" w x 2" h	\$329	\$379

Materials for ads needing design are due Friday, December 9, 2011

Space reservations are due Friday, December 9, 2011 ** Camera ready art due Friday, December 16, 2011

Acceptable Artwork-We prefer to work with Acrobat PDF files distilled to press quality. All graphics and fonts must be embedded in PDFs. We also accept files from QuarkXpress, Photoshop, InDesign or Illustrator. All graphic elements and all necessary fonts must accompany submitted electronic materials.

Image Color & Resolution-All graphics must be CMYK and high resolution (min. 300 dpi).

Ad design-Ads can be designed from your supplied copy and materials for a minimum fee of \$75. Call for a quote.

Send artwork to: erica@pierreproductions.com or upload art via the following website: <http://www.impressiveprint.com/>

If your submitted art file does not meet exact specifications, the publisher reserves the right to charge a file management fee.

****TO AVOID ERROR, BE SURE TO LABEL YOUR ART FOR 2012 GardenMinnesota Yearbook****

You may pay by credit card (MasterCard or Visa). Please provide your information below.

Check your preference:

_____ You may run charge at anytime (5% prepayment discount applies) _____ Please run charge after May 11, 2012

Check type: MasterCard _____ Visa _____

Credit card number: _____

Expiration: ____/____/____ MasterCard Inter Bank N. (above your name) ____ ____

*Please consider this insertion order to be your receipt.

Signing below constitutes agreement to the details listed above and to the MNLA General Terms & Conditions.

 Advertiser's Representative

 Date

If you have any questions about this contract, please contact: Erica Nelson, (952) 903-0505 x 3 / erica@pierreproductions.com

MN Nursery & Landscape Association
2012 GardenMinnesota Yearbook Advertiser Index Information
Advertiser – please fill out information and fax this form to 763-497-8810.
25 word descriptions must be emailed to erica@pierreproductions.com

Company Name: _____
Contact Person: _____
Address*: _____
City, State, ZIP: _____
Telephone: _____
Email: _____
Web address: _____

*Addresses for garden centers and hardscape supply centers will be included automatically. If you do not fall into one of these categories but, would like your address included please check here _____

25 Word Description: If you would like a 25 word description included in your listing, it must be emailed to erica@pierreproductions.com by December 9th. Descriptions must be no more than 25 words...descriptions over 25 will be edited down.

_____ Check here if you would like to use your 2011 GardenMinnesota Yearbook Advertiser Index Information in the 2012 publication.

If you have any questions about this contract, please contact:
Erica Nelson, (952) 903-0505 x 3 / erica@pierreproductions.com

General Terms & Conditions

- *It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication(s), the Minnesota Nursery & Landscape Association.*
- *Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.*
- *Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1)the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.*
- *The advertiser agrees that all submit artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.*
- *The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.*
- *The publisher reserves the right to charge for ad design services.*
- *Artwork will be kept for one year after publication and will not be returned to the advertiser unless requested in writing by the advertiser at the time of artwork submission. The advertiser will be responsible for all shipping costs of the artwork.*
- *Preferred placements (i.e. cover and assigned locations) are non-cancellable. Other placement cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.*