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## MNLA Member Demographics

Target Minnesota’s nursery and landscape industry via MNLA – a regional leader and one of the nation’s best industry organizations!

Membership: Approximately 1,150

- Landscape contractors .....43%
- Landscape designers .....38%
- Hardscape supplier .....36%
- Hardscape contractor .....31%
- Landscape management and/or lawn care .....23%
- Garden center, retail nursery or greenhouse .....21%
- Snow plowing services .....22%
- Irrigation contractors .....16%
- Landscape lighting .....16%
- Professional gardening services .15%
- Equipment sales or rental ....14%
- Nursery stock growers .....12%
- Greenhouse and/or herbaceous growers .....10%
- Tree care services .....9%
- Landscape, nursery, greenhouse supply center .....9%
- Business products or services ..6%
- Manufacturer .....4%

*\*Many members indicate more than one specialty*



## 2 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

Your MNLA Marketing Contact: Betsy Pierre  
 763-295-5420 • [betsy@pierreprroductions.com](mailto:betsy@pierreprroductions.com)

# MNLA Member Directory

A year-round member resource including a roster of MNLA members, member-Northern Green Expo exhibitors and Directory advertisers.

**DISTRIBUTION:** Includes landscape contractors and designers; garden centers; nursery and greenhouse growers; irrigation contractors and lawn/garden/tree professionals.

**CIRCULATION:** 2,750

**FREQUENCY:** Annually, December/January

**DEADLINES:** September 16 Tabs, covers and preferred positions  
 October 14 Space and art needing design  
 October 21 Camera ready art

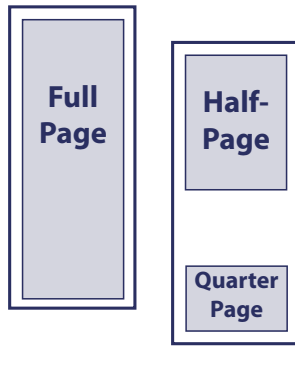
**TRIM SIZE:** 4-1/4" x 9" (width x height)

**LIVE AREA:** 3-1/2" x 8" (width x height)



## SIZE SPECIFICATIONS

	width x height
Full Page & Tab	3-1/2" x 8"
Half Page	3-1/2" x 4"
Quarter Page	3-1/2" x 2"
Trim size (full page)	4-1/4" x 9"



## HIGHLY VISIBLE, FOUR COLOR TAB OPTIONS AVAILABLE:

- Industry Contacts & MNLA Committees
- Member Services
- Members Plus
- Index of Products / Services

## Advertising Rates

Outside Back Cover*	\$1,375
Tabs*	\$1,175
Inside Front Cover*	\$1,320
Opposite Inside Front Cover* . . .	\$1,320
Inside Back Cover . . . . .	\$775
Full Page . . . . .	\$650
Half Page . . . . .	\$545
Quarter Page . . . . .	\$375
Assigned location, add . . . . .	\$159
Spot color, add . . . . .	\$159
Full color, add . . . . .	\$279

*Ads indicated with \* are four color. Others are black ink with color upgrades available. Bleeds are available on full color, full page ads only. 1/4" over trim size of 4-1/4" x 9"*



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 3**

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# The Scoop



MNLA's official, monthly publication. Mailed to approximately **1,500 companies**, including landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors and lawn/garden/tree professionals. This is an excellent way to **target your ad dollars** directly to your customers.

### BONUS ISSUES:

**JANUARY** – Available at the Northern Green Expo

**FEBRUARY** – Double circulation

**SEPTEMBER** – Double circulation

**DECEMBER** – Northern Green Expo Promo and Year-End Wrap-Up

## 2012 BLACK & WHITE RATES

MNLA Business Members receive a 5% discount on rates.  
5% discount for full payment with order.

	1 Time	6 Times	12 Times
Back Cover	\$999	\$899	\$809
Inside Front	\$750	\$650	\$585
Center Spread	\$1089	\$979	\$889
Opposite Inside Front	\$750	\$650	\$585
Full Page	\$560	\$505	\$450
1/2 Page	\$400	\$360	\$320
1/3 Page	\$325	\$295	\$265
1/4 Page	\$275	\$250	\$220
Full Color Upgrade	\$549	\$479	\$429
Spot Color Upgrade	\$159	\$139	\$129
Assigned Location	\$90	\$85	\$69
Scoop Online Sponsor	\$500	\$450	\$405
Hotlink from ad in Scoop Online	\$79	\$50	\$29
Envelope Insert (When available)	\$660	\$660	
Classified	\$3 per word/\$30 min.		



### 4 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

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# The Scoop

## SIZES AVAILABLE

Size	Dimensions (width x height)
Full Page	7-1/2" x 10"
<i>Trim size for bleed*</i>	8-1/2" x 11"
Outside Back Cover	7-1/2" x 7-1/2"
<i>Trim size for bleed*</i>	8-1/2" x 8"
Center Spread	16" x 10"
<i>Trim size for bleed*</i>	17" x 11"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/3 Page Horiz.	7-1/2" x 3-3/8"
1/3 Page Vert.	2-1/4" x 10"
1/3 Page Square	4-3/4" x 4-3/4"
1/4 Page	3-1/2" x 5"

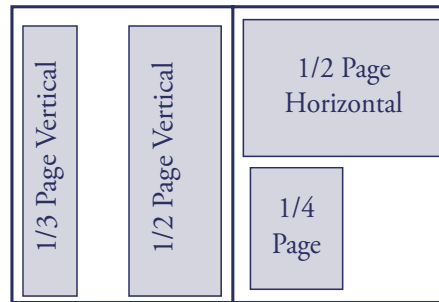
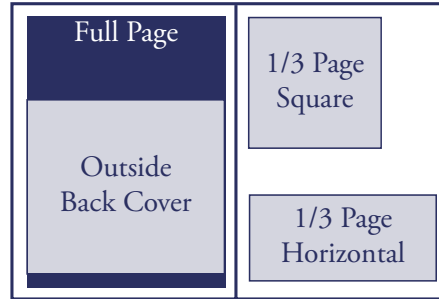
\* **Bleeds:** Bleeds allowed on four color, full page or cover ads only. Allow no less than 1/4" for bleed; keep live copy no less than 1/2" inside trim size.

**Envelope Issues:** Mailed in an envelope with other materials in January, February, March, July, September and December (November possible as well).

**DEADLINE:** 1st of the month prior to the issue (*i.e. December 1 for January issue*).

**Circulation:** Approximately 1,500.

**Ad creation:** \$30 minimum – call for quote.



## SCOOP Online

*A link to the electronic version of The Scoop is emailed monthly to approximately 1,500. Monthly sponsors get an ad in the announcement email and on the landing page.*

*“With the addition of the online version, 35 people at our company are now reading The Scoop instead of just one or two.”*

*– John Mickman,  
Mickman Brothers, Inc.*



MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 5

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# www.MNLA.biz

Capture the attention of the site's 32,000+ annual visitors. Reach the industry professional on MNLA.biz.

## Advertising Options

### 30-Day Base Rate

Ad appears in rotation throughout entire site.

SIZE (in pixels)	Rate
230w x 192h	\$295

### Preferred Positioning Available

Target your audience with a guaranteed position\*

Options Available	Rate
HOME PAGE	\$295
All other pages	\$195



\* Charges detailed in this grid are in addition to the base rate listed above. Preferred positions ads will always appear at the top of the page specified. There is a limit of one preferred position per page.



230wx192h  
pixels

## 6 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

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# MNLA eNews

Nearly 2,000 industry professionals – employees and owners – receive MNLA eNews every month. **Limit two advertisers per month!**



## Advertisers receive:

- A hot linked, skyscraper ad (230w x 192h pixel)
- Option to include copy in a coupon section at the bottom

## Cost per month:

- 1 time-\$295
- 6 times- \$280
- 12 times-\$265

- *MNLA Business Members receive a 5% discount on rates.*

**Distribution date:** Around the 15th of each month.

**Deadline:** 10th of the month.

**Circulation:** Approx. 2,000.

**Open Rate:** Approx. 30%.

*This offer is limited to two advertisers per month.*



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 7**

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# MNLA Academy Sponsorship

Minnesota Nursery & Landscape Association offers premier education throughout the year. We invite you to join in support of industry education.

Sponsorship fee: \$1,500

**INDIVIDUAL SEMINAR SPONSORSHIPS ARE AVAILABLE - CALL FOR OPTIONS**



## Sponsorship Benefits:\*

- Sponsor acknowledgement signage at all 2012 MNLA Academy events
- Sponsor acknowledgement on all 2012 MNLA Academy promotional brochures
- Sponsor acknowledgement on all 2012 MNLA Academy registration confirmations
- Sponsor acknowledgement from the podium at all 2012 MNLA Academy events\*\*
- Sponsor acknowledgement in all 2012 issues of The Scoop
- Sponsor acknowledgement at www.mnla.biz on seminar page
- Choice of three MNLA Academy events to receive bonus benefits. For each of the three events you will:
  - Be given a table top display space\*\*
  - Receive one event badge (for networking/staffing display space – registration will not apply for certification/testing events.)
  - Receive a post attendee mail list for single post-event mailing

**MNLA ACADEMY**  
educating green industry professionals

*(Note: In the event of a seminar cancellation, sponsors will be given the opportunity to choose a replacement event from the remaining 2012 MNLA Academy calendar.)*

*\*Deadlines Apply*

*\*\*When possible*

## Past MNLA Education Has Included:

Garden Center Marketing and Merchandising  
Garden Center Tour  
Incorporating Vegetables into Pots and Landscapes  
Introduction to Irrigation and Irrigation Installation  
Landscape Design Tour  
Landscape Lighting (PLT Relicensure)  
Low Voltage Irrigation: Two Wire Systems (PLT Relicensure)  
Low Voltage Landscape Lighting (PLT Relicensure)

Minnesota Department of Agriculture's Pesticide Applicator Workshop & Exam  
National Concrete Masonry Association (NCMA) Training and Certification  
Nursery Lunch & Learn: PGRs for Woody Plants  
Permeable Pavement Systems  
Pesticide Recertification  
Picture Perfect Plants and Garden Design  
Principles of Irrigation Design

## 8 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

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# Landscape Awards Program Sponsorship



Stand alongside MNLA as we recognize industry greatness.

**Investment:** \$ 1,500\*

*\*To avoid conflict of interest, those eligible to submit for an award may not participate as a sponsor.*

## Sponsor Benefits\*:

- Company logo recognition in The Scoop
- Company logo recognition in Garden Minnesota Yearbook
- Recognition in one issue of MNLA eNews, MNLA's electronic newsletter
- Logo and live link on Landscape Awards section of GardenMinnesota.com and on the application page of [www.MNLA.biz](http://www.MNLA.biz)
- Company logo on Landscape Awards Application
- Company logo on MNLA Landscape Gala invitation and program
- Company logo recognition on display at Northern Green Expo
- Signage at the MNLA Landscape Gala
- Company logo projected on stage screen for a period of time at MNLA Landscape Gala
- Sponsor recognition from the podium at the MNLA Landscape Gala
- Invitation for four company representatives to attend the MNLA Landscape Gala

*\*Deadlines apply*



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 9**

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## Widmer Golf Tournament

The Hackers for Horticulture & Widmer Golf Tournament have combined into one super fun fundraising event! Be seen as a leader in the industry, supporting industry research and education.



### Sponsors Receive:

- Tee box signage or signage at your sponsored event
- One free lunch ticket and one free dinner ticket
- Recognition in The Scoop following the golf event

### Sponsorship Opportunities:

- Hole - \$300
  - Prize for Champion Team - \$550
  - Prize for 2nd Place Team - \$450
  - Prize for 3rd Place Team - \$450
  - Contest Hole - \$450. (*Longest Drive, Closest to Pin, Longest Putt*)
  - Beverage Cart - \$550
  - Golf Cart - \$550
  - Goodie Cart\* - \$550
  - Golf Balls\* - \$150
  - Golf Tee Bag\* - \$150
  - Lunch (*\$1,000 exclusive, \$300 shared*)
  - Dinner (*\$1,750 exclusive, \$500 shared*)
- \*Sponsor supplies the item.*

## MNLA Shootout

The MNLA Shootout is a unique and fun opportunity to gather with your fellow professionals to raise money for research and education.



### Sponsors Receive:

- Recognition in event publicity.
- Signage at your sponsored event.
- One free lunch ticket and one free dinner ticket.
- Recognition in The Scoop following the event.

### Sponsorship Opportunities:

- General Sponsorship - \$75
- Prize for Champion Team - \$300
- Beverage Sponsor - \$250 (*two sponsorships available*)
- Lunch Sponsor - \$250 (*two sponsorships available*)
- Dinner Sponsor - \$500
- Featured Raffle Prize - top-of-the-line gun - \$300
- Cash donation for Raffle Prize fund - \$50 minimum

### 10 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

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# Northern Green Expo Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. The Northern Green Expo, hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation, is one of the country's top industry events.



Average attendance: 7,000\*

- Landscape contractor .....22%
  - Landscape designer .....19%
  - Hardscape installer.....18%
  - Garden center .....15%
  - Nursery grower .....14%
  - Landscape management .....11%
  - Parks/Recreation/School .....11%
  - Golf course .....10%
  - Gardening services .....9%
  - Tree care services .....9%
  - Flower grower .....8%
  - Irrigation contractor.....7%
  - Arborist.....7%
  - Sports turf.....5%
  - Florist .....3%
  - Sod grower .....2%
  - Cemetery .....1%
- \*Many attendees indicate more than one specialty*

## Packages/Benefits\*

	PLATINUM SUPPORTER \$4,500+	GOLD SUPPORTER \$3,000+	SILVER SPONSOR \$1,500+
Sponsorships	Thursday Lunch Registration	Registration	Community Center Seminar Handout
Expo Grand Prize Card- <i>attendees must stop by your booth to be entered</i>	Yes	Yes	No
Advertising Credit	\$1,595	\$700	\$350
eProgram Complimentary Ad	Yes	No	No
Expo Entrance Logo Recognition	Yes	No	No
Complimentary 3-day Expo Registrations (value \$94 per)	25	10	5
Advanced Booklet Supporter Recognition	Large Logo	Logo	Name
Onsite Booklet Supporter Recognition	Large Logo	Logo	Name
eProgram Supporter Recognition	Large Logo	Logo	Name
Hotlinked Logo from NorthernGreenExpo.org	Yes	No	No
NorthernGreenExpo.org Supporter Recognition	Large Logo	Logo	Name
Scoop Pre and Post Expo Supporter Recognition	Large Logo	Logo	Name
MTGF Clippings Supporter Recognition	Large Logo	Logo	Name
Sponsor ribbon to wear at Expo	Yes	Yes	Yes
Recognition over public address system at Expo	Yes	Yes	No
Recognition via signage at Expo	Large Logo	Logo	Name

*\*Must be an exhibitor to participate in packages or pay an added \$860 fee.*



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 11**

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# Platinum Package

## **\$4,500 Platinum Supporter package includes:**

### **Thursday Expo Lunch sponsor slot**

- Logo on Thursday Expo lunch ticket
- Logo on table tents in lunch area
- Logo on Thursday lunch promotions
- Thank you sign your booth

### **Registration sponsor slot**

- Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing)
- Hotlinked Logo on registration page at Northern Green Expo.org

### **Logo & booth # on Expo Grand Prize Card**

- Attendees must get initials from all companies on card to enter card in \$500 grand prize drawing.

**\$1,595 credit** to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

**Complimentary full page, color ad** in Expo eProgram

**Recognition on the Expo's main entrance unit**

**25 Complimentary Northern Green Expo 3-day registrations**

(\$94 per = \$2,350 value)

**Recognition as a Platinum Supporter** in the Advance Booklet

**Recognition as a Platinum Supporter** in the Onsite Booklet

**Recognition as a Platinum Supporter** in the eProgram

**Hotlinked recognition as a Platinum Supporter** at

NorthernGreenExpo.org

**Recognition as a Platinum Supporter** in The Scoop before and after the Expo

**Recognition as a Platinum Supporter** in the MTGF Clippings after the Expo

**Sponsor ribbon to wear at the Expo**

**Recognition over the public address system**

**Recognition via signage** in a central location at the Expo

**12 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION**

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## Gold Package

### **\$3,000 Gold Supporter package includes:**

#### **Registration sponsor slot**

- Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing)
- Hotlinked Logo on registration page at Northern Green Expo.org

#### **Logo & booth # on Expo Grand Prize Card**

- attendees must get initials from all companies on card to enter card in \$500 grand prize drawing.

**\$700 credit** to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

**10 Complimentary Northern Green Expo 3-day registrations** (\$94 per = \$940 value)

**Recognition as a Gold Supporter** in the Advance Booklet

**Recognition as a Gold Supporter** in the Onsite Booklet

**Recognition as a Gold Supporter** in the eProgram

**Recognition as a Gold Supporter** at NorthernGreenExpo.org

**Recognition as a Gold Supporter** in The Scoop before and after the Expo

**Recognition as a Gold Supporter** in the MTGF Clippings after the Expo

**Sponsor ribbon to wear at the Expo Recognition over the public address system**

**Recognition via signage** in a central location at the Expo



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 13**

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## Silver Package

### **\$1,500 Silver Supporter package includes:**

#### **MNL A/MTGF Community Center Sponsor Slot**

- Logo in Community Center promotions
- Logo on table tents in Community Center area
- Thank you sign your booth

#### **Seminar Handout Sponsor Slot**

- Logo on handouts page at NorthernGreenExpo.org
- Full page, color ad in each online handout

**\$350 credit** to spend on other Northern Green Expo advertising or other ala carte sponsorship(s) (see pages 15-16)

**5 Complimentary Northern Green Expo 3-day registrations** (\$94 per = \$470 value)

**Recognition as a Silver Supporter** in the Advance Booklet

**Recognition as a Silver Supporter** in the Onsite Booklet

**Recognition as a Silver Supporter** in the eProgram

**Recognition as a Silver Supporter** at NorthernGreenExpo.org

**Recognition as a Silver Supporter** in The Scoop before and after the Expo

**Recognition as a Silver Supporter** in the MTGF Clippings after the Expo

**Sponsor ribbon to wear at the Expo**

# Expo Sponsorships\*

## Expo Lunch

\$995 shared

*Join MNLA in providing Thursday's attendees FREE lunch in the Exhibit Hall.*

### Receive:

- Logo/Booth # on lunch tickets
- Thank you sign for your booth
- Logo on table tents in seating area
- Logo on lunch promotions

## Keynote Speaker

\$500 shared/\$1,000 exclusive

*Play a major role in the most well-attended session of the Expo.*

## Registration

\$1500 shared / \$3,000 exclusive

### Everyone needs to register!

- Drive traffic to your booth with an Entry slip in registration badge mailing for \$250 registration drawing (attendees must turn slip in at your booth to enter it in the drawing) (50-60% of badges are mailed in advance)
- Hotlinked recognition from registration page at [www.NorthernGreenExpo.org](http://www.NorthernGreenExpo.org)

## Seminar Handouts - (online)

\$350 shared / \$1,000 exclusive

*Attendees will be asked to download their handouts in advance of the Expo.*

- Logo on handouts page at [NorthernGreenExpo.org](http://NorthernGreenExpo.org)
- Full page, color ad in each online handout

## MNLA/MTGF Community Center.

\$350 shared / \$1,500 exclusive

*Sponsor the Gathering area outside Hall D entrance where there will be morning coffee and cozy seating.*

## Expo Giveaway

\$350 per sponsor + cost of the item.

*Get creative with your personalized giveaway (Lanyards, pens, notebooks etc.)*

## Education on the Go Stage

\$500 shared/\$1,000 exclusive

*The Expo floor's main stage!*

## Tree Climbing Demo

\$300 shared/\$500 exclusive

*Always an exciting part of the Expo!*

## Green Industry Legislative Forum

\$350 shared

*Support industry professionals as they convene about important Green Industry Legislative Issues.*

*\*Must be an exhibitor to participate as a sponsor or pay an added \$860 fee.*



## 14 MINNESOTA NURSERY & LANDSCAPE ASSOCIATION

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# Northern Green Expo Advertising

**B**uild excitement about your company being at the Northern Green Expo – **ADVERTISE!** Distribution of all includes landscape contractors; garden center operators; golf course superintendents; nursery and greenhouse growers; school, park and cemetery grounds superintendents; landscape designers; irrigation contractors; sports turf managers, arborists; sod growers; and lawn/garden/tree professionals.

**ADVANCED PROGRAM** Two full page, full color ads available.

**Estimated Circulation:** 8,000

**Timing of Publication:** December 2011

**Dimensions:** Trim size 5.75”w x 8.75”h (From trim size, bleed off by at least .25” and keep live area at least .75” in)

**Cost:** \$1,595 **Deadline:** October 15, 2011

LIMITED TO  
TWO  
ADVERTISERS!

## COMPLETE ONLINE E-PROGRAM (FLIP BOOK)

Full page, color ads available.

**Dimensions:** Trim size 8.5”w x 11”h (From trim size, bleed off by at least ¼” and keep live area at least 1” in)

**Timing of Publication:** December 2011 through Expo

**Cost:** \$350 **Deadline:** October 15, 2011

2011: over  
4,000 visits  
and 70,000  
page views!

## ONSITE PROGRAM BOOKLET Drive traffic to your booth!

**Estimated Circulation:** 5,000

**Timing of Publication:** Onsite at Expo January 2012

**Dimensions:** Outside back and full page 5.75”w x 5.75”h.

Business card 3”w x 2”h (must have border)

**Deadline:** October 15, 2011

**Cost options (full color):**

Outside back: \$1,595 (limited to 1)

Full page: \$1,195 (limited to 1)

Business card: \$350 (limited to 10)

LIMITED  
SPACE  
AVAILABLE!

**EXPO ENEWS - E-MAIL BLASTS** Nearly 5,000 Green Industry Professionals receive Expo eNews blasts with updates regarding exhibits, seminars and registration information. Limit 2 advertisers per month!

**Distribution dates:** Mid-October, Mid-November, Mid-December.

**Circulation:** Approx. 5,000

**Advertisers receive:**

- A hotlinked ad (230w x 192h pixel)
- Option to include a coupon section at the bottom

**Deadline:** 1st of month of distribution

**Cost:** \$495 per run



**MINNESOTA NURSERY & LANDSCAPE ASSOCIATION 15**

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## Expo Advertising – Continued

### **Expo Specials Offer** on NorthernGreenExpo.org - \$350

Promote your show special via the searchable “Show Specials” page at NorthernGreenExpo.org. Included: Logo and offer (50 words maximum) - hotlinked to specified web page.

### **Floor Graphics** - \$3,000 (available to one advertiser)

Be the only one in the path of your customers at the Northern Green Expo!

**Dimensions:** 2’w x 2’h

**Quantity:** 20 (art same on all)

**Placement:** Graphics will be placed on floor throughout Expo Registration/Commons area.

### **Escalator Clings** - \$3,000 (available to four advertisers)

Take your clients to the next level at the Northern Green Expo!

**Dimensions:** 30’w x 24”h

**Quantity:** One

**Placement:** Inside glass of escalator between main floor and 2nd level.

### **Advertising TV promo options** - \$799

Expo Entrance 52” TV – highlighting Expo Info and exhibitor messages. Capture attention as attendees enter Expo.

**Dimensions:** 1920w x 1080h (pixels) - RGB images.

**Placement:** Rotating 30 second static images.

