

# 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

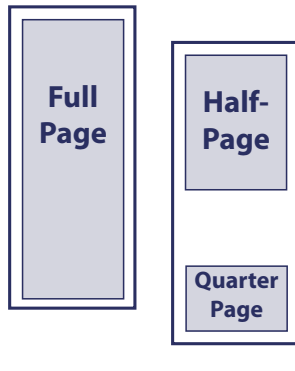
**TRIM SIZE:** 4-1/4" x 9" (width x height)

**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**

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

# 2012 MNLA Membership Directory Ad Order

## MN Nursery & Landscape Association

Please fill out information and circle where requested Fax this order to Betsy: 763-295-2550

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

### **2012 MNLA Membership Directory – Deadline 10/14/11**

**(MNLA Business Members Receive a 5% discount on below rates)**

**Preferred Positions (four color)** - Trim 4.25" w x 9" h (bleed 1/2" off trim size: keep live area 1/2" inside trim)

\_\_\_\_ Outside Back Cover \$1,375  
\_\_\_\_ Inside Front Cover \$1,320  
\_\_\_\_ Opposite Inside Front Cover \$1,320  
\_\_\_\_ Tab \$1,175

Check tab choice AND circle front or back preference:

\_\_\_\_ Industry Contacts & MNLA Committees (front / back)      \_\_\_\_ Members Plus (front / back)  
\_\_\_\_ Member Services (front / back)      \_\_\_\_ Index of Products /Services (front / back)

### **Other Options (black & white with color upgrades available)**

____ Inside Back Cover	3-1/2" w x 8" h	\$775	____ Add Spot Color \$159	____ Add Four Color \$279*
____ Full Page	3-1/2" w x 8" h	\$650	____ Add Spot Color \$159	____ Add Four Color \$279*
____ Half Page	3-1/2" w x 4" h	\$545	____ Add Spot Color \$159	____ Add Four Color \$279
____ Quarter Page	3-1/2" w x 2" h	\$375	____ Add Spot Color \$159	____ Add Four Color \$279

\*Full page, four color ads may bleed use, preferred position dimensions when building art.

### **Other ad details:**

1. Advertisers may choose which section they wish their ad to appear.

**Please check your choice (if no choice is provided, your ad will be placed within the Index of Products/Services):**

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

2. Advertisers may have their company name listed under specialty areas in the Index of Products/Services.

**Please check up to two (Additional categories \$50 per):**

\_\_\_\_ Equipment & Vehicles      \_\_\_\_ Herbaceous Plants  
\_\_\_\_ Growing Supplies for Nursery & Greenhouses      \_\_\_\_ Retail & Landscape Products  
\_\_\_\_ Hardscapes      \_\_\_\_ Services  
\_\_\_\_ Woody Plants      \_\_\_\_ Turf Products, Sod, Irrigation

3. Advertisers will have a listing+description included in the Members Plus section of the directory. We will use your listing+description from the 2012 Northern Green Expo Program. **Please let us know if you prefer we NOT use this listing.**

**Assign a specific location for your ad (MNLA will do its best to accommodate your request).**

\_\_\_\_ Request a specific, non-cover location (Add \$159). Location: \_\_\_\_\_

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

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

A 5% discount is available for your ads if full payment is made with order.

You may pay by credit card. Please provide your information below.

Credit card number: \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_

\*Please consider this insertion order to be your receipt.

Call with questions: Betsy Pierre, Advertising Sales Manager  
(952) 903-0505 ext. 1 / fax: (763) 322-5011 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

# Advertisement Insertion Order

## Mechanical Requirements

All ads must be submitted electronically, on disc or via e-mail. 85 line minimum; 100 line screen recommended. No screens less than 15%; no lines thinner than 1 point.

Software: We accept art in the formats listed below. Indicate the application and version.

- QuarkXpress: Include all images used, 300 dpi, and scaled at 100%. Include all fonts (screen and printer).
- Illustrator: Make sure you “create outlines” for your text. Include all images used as separate files.
- Acrobat: Make sure ad separates properly and embed all fonts before making your pdf.
- PageMaker, Freehand or InDesign: save your files as native program files. Include all images and fonts used.
- We do not guarantee ads set in IBM formats. Save all files as EPS, and include all images and fonts used.
- Ads in Microsoft Word will be redesigned in Quark.
- We cannot accept art in Corel Draw, Microsoft Publisher, Microsoft PowerPoint or Works.
- All graphic elements, all printer and screen fonts and a printout (color separated if applicable) of your ad must accompany electronic materials.

Color: Make sure all images are black, black plus spot color or CMYK, 300 dpi. (Not RGB). Two Color - Must be color separated as a spot color (not CMYK or RGB) and color specified. All color breaks must be printed out to laser proof. Four Color - A full-color printout must be provided with all materials.

Ad creation: Ads can be designed from your supplied copy. **There is a \$30 minimum fee for ad creation.**

Send artwork to: Amy Bjellos - [amy@pierreproductions.com](mailto:amy@pierreproductions.com) / 612-810-7048

## 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 submitted artwork will be free of copyright.*
- *The publisher is not responsible for errors in advertiser artwork.*
- *The publisher is not responsible for low resolution graphics 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.*
- *There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline.*