



# 2012 Northern Green Expo Advertisement Reservation Form

Please reserve the following advertisement.

Compete and fax to 763-322-5011



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### **2012 Advanced Program – Deadline 10/15/11**

\_\_\_\_\_ Full Page – Full Color - \$1,595 \* Limited to two advertisers  
Trim 5-3/4”w x 8-3/4”h (bleed 1/4” off trim size: keep live area 3/4” inside trim)

### **2012 eProgram – Deadline 10/15/11**

\_\_\_\_\_ Full Page - Full Color - \$350  
Trim 8-1/2”w x 11”h (bleed 1/4” off trim size: keep live area 3/4” inside trim)  
**Check** here if you would like us to use the same ad art for you as was used in the 2011 Program \_\_\_\_\_

### **2012 Onsite Program Booklet – Deadline 10/15/11**

\_\_\_\_\_ Outside Back – Full Color - \$1,595 \* Limited to one advertiser (5-3/4”w x 5-3/4”h)  
\_\_\_\_\_ Inside Full Page – Full Color - \$1,195 \* Limited to one advertiser (5-3/4”w x 5-3/4”h)  
\_\_\_\_\_ Business Card – Full Color - \$350 \* Limited to ten advertisers (3”w x 2”h)

### **2012 Expo eNews – Email Blasts – Deadlines 10/1/11; 11/1/11 & 12/1/11**

\_\_\_\_\_ October Issue - Hotlinked Ad - \$495 \* Limited to two advertiser (230w x 192h pixels)  
\_\_\_\_\_ November Issue - Hotlinked Ad - \$495 \* Limited to two advertiser (230w x 192h pixels)  
\_\_\_\_\_ December Issue - Hotlinked Ad - \$495 \* Limited to two advertiser (230w x 192h pixels)  
\*eNews option also includes a coupon section at the bottom should the advertiser be interested. (Please submit offer with a 50 word max description with ad art.)

### **2012 Expo Specials Online Offer**

\_\_\_\_\_ Expo Show Special Listing - \$350 Please submit logo, URL and offer (50 words max.) with order.

### **2012 Onsite Advertising\*\* – Deadline 10/15/11**

\_\_\_\_\_ Floor Graphics - \$3,000 \* Limited to one advertiser  
\_\_\_\_\_ Escalator Cling - \$3,000 \* Limited to four advertiser  
\_\_\_\_\_ Advertising TV Promo - \$799 \*\*Call to discuss specifications

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.

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

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

Call your Advertising Sales Manager with questions:

Betsy Pierre, (763) 295-5420 / fax: (763) 295-2550 / [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.*