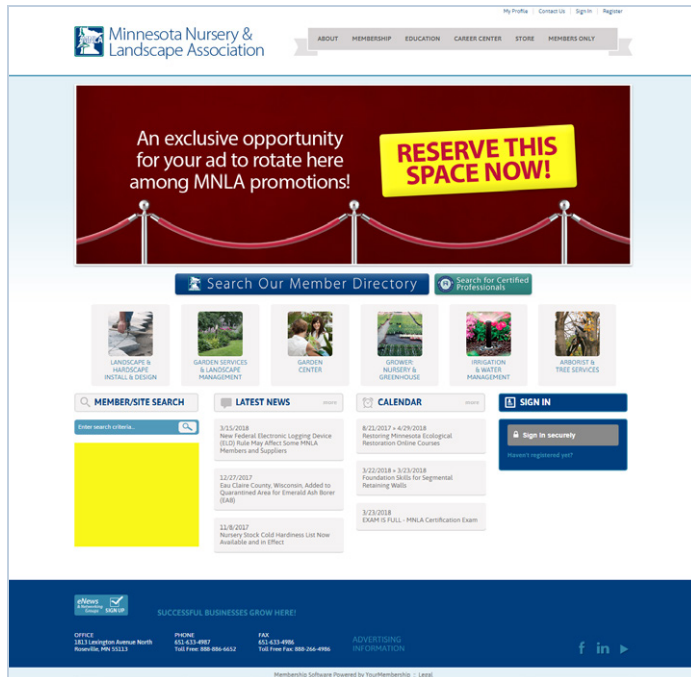


MNLA.biz

Capture attention during the site's 58,000 annual visits!
Reach the industry professional on MNLA.biz.

Average monthly pageviews—14,000.



Home Page Slider

Ad appears as second slider on home page and rotates with house content.

Deadline: 25th of the month prior

Size (in pixels): 1125w x 360h

Rate: \$599/month

Only ONE per month!

Footer Rectangle

Ad appears in rotation on home page and throughout site.

Deadline: 25th of the month prior

Size (in pixels): 230w x 192h

Rate: \$299/month

FREE to 12x Scoop Advertisers

MNLA eNews
Successful Businesses Grow Here!

600 X 100

Quick Link for MNLA Calendar of Events

<p>Landscape & Hardscape Install & Design</p> <p>Prevailing Wage Survey Burning Restrictions Address Maintenance Early</p>	<p>Garden Services & Landscape Management</p> <p>Winter Burn Online Pesticide Labels Lawn Care Month</p>	<p>Garden Centers</p> <p>It's OK Not to Know To Bee... 'Full-Time' Redefined</p>
<p>Growers: Nursery & Greenhouse</p> <p>LEDs in Crop Production \$127,000 Due for Overtime How Can You Verify Plant Health Claims?</p>	<p>Irrigation & Water Management</p> <p>IA, ASIC Release BMPs Irrigation in a Thirsty World Evapotranspiration Credit System for MN Trees</p>	<p>Arborists & Tree Care Services</p> <p>Accident Report Imprelis® Settlement Ash Trees: Should Cities Spray or Remove?</p>

600 X 100

For hot topics and more discussion, join us on Facebook and LinkedIn.

MNLA eNews

Nearly 4,000 industry professionals—employees and owners—receive MNLA eNews every month.

Distribution date: Around the 15th of each month.

Deadline: 10th of the month.

Open Rate: Approx. 27%.

Image Ads

Receive: A hotlinked image ad

Size (in pixels): 600w x 100h

Options:

Top of email: \$399/month (limited to 1 per month)

Other: \$299/month

Paid Content

Receive:

- A title link to provided editorial.
- Content subject to approval.
- Will be posted to MNLA's social media.
- Labeled as paid content.

Rate: \$399/month

Your MNLA Marketing Contacts:

Faith Jensen, Sales Representative • 952-934-2891 • faith@pierreproductions.com
Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com





The Scoop Advertising Insertion Order (reference current rate card)

Your MNLA Ad Sales Contact:

Faith Jensen, Sales Representative – 952-934-2891 / faith@pierreproductions.com

Complete and fax to 952-241-9217

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

The Scoop (full color) Please check here if a member of MNLA (mbrs receive a 5% discount)*

Size/Format: _____ **# of Insertions:** _____ **Base Rate*:** \$ _____ per Insertion

Placement: Run of Pub Back Cover Inside Front Cover Inside Back Cover

Non Cover Placement Request: _____ **Added Fee*:** \$ _____ per Insertion

Hotlink ad from Scoop Online: Yes **Added Fee*:** \$ _____ per Insertion

Other: _____ **Added Fee*:** \$ _____ per Insertion

Less Mbr Disc*: \$ _____ per Insertion

Total Per Insertion Ad Cost*: \$ _____ per Insertion

Issues to run:

<input type="checkbox"/> January 20__	<input type="checkbox"/> May 20__	<input type="checkbox"/> September 20__
<input type="checkbox"/> February 20__	<input type="checkbox"/> June 20__	<input type="checkbox"/> October 20__
<input type="checkbox"/> March 20__	<input type="checkbox"/> July 20__	<input type="checkbox"/> November 20__
<input type="checkbox"/> April 20__	<input type="checkbox"/> August 20__	<input type="checkbox"/> December 20__

Ad deadline is the 20th of every month approx 6 wks prior to publication.

Electronic Advertising Please check here if a member of MNLA (mbrs receive a 5% discount)*

Scoop Online **Base Rate*:** \$ _____ per Insertion

MNLA eNews - # of insertions: 12x 6x 1x **Base Rate*:** \$ _____ per Insertion

MNLA.biz **Base Rate*:** \$ _____ per Insertion

Months to run:

<input type="checkbox"/> January 20__	<input type="checkbox"/> May 20__	<input type="checkbox"/> September 20__
<input type="checkbox"/> February 20__	<input type="checkbox"/> June 20__	<input type="checkbox"/> October 20__
<input type="checkbox"/> March 20__	<input type="checkbox"/> July 20__	<input type="checkbox"/> November 20__
<input type="checkbox"/> April 20__	<input type="checkbox"/> August 20__	<input type="checkbox"/> December 20__

(Reference rate card for deadlines)

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

Advertiser's Signature Date

Payment: A 5% discount is available for your ads if FULL Payment is made with order. You may pay by credit card.

Credit card number (please print legibly): _____

Expiration: ___/___/___ (Visa, MasterCard, Discover accepted)

Is the address on the credit card number the same as the billing address given above? ___ Yes ___ No

If no, please give the address that is on the credit card.

General Terms & Conditions / Mechanical Requirements

Art Submission: Press quality PDFs preferred with fonts embedded. 85 line minimum; 100 line screen recommended. No screens less than 15%; no lines thinner than 1 point.

See rate card for ad dimensions.

Ad creation: Ads can be designed from your supplied copy. Call for quote.

Send artwork to: Amy Bjellos – amy@pierreproductions.com / 612-810-7048

- *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 poor quality 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. 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.*