

Upcoming Events Postcard

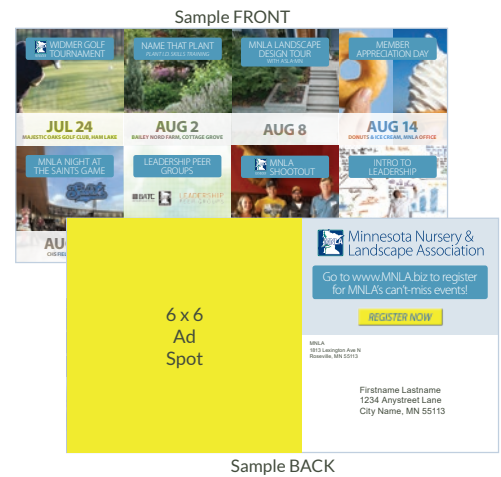
Take advantage of this exclusive opportunity in our twice-a-year "Save the Date" event promo postcards.

Distribution Dates/Deadlines:

Annually in January (deadline Nov. 1st) and in May (deadline Mar. 1st) Each postcard is distributed to approximately 1,500 (1,200 inserted with the Scoop + bonus 300 at various MNLA events).

Dimensions: Trim Size 6" x 6". Bleed ¼" from trim. Keep live area no less than ¼" inside trim size.

Rate: \$699/month



MNLA Education

Opportunities Include*:	Business Driver \$1,499	Education Supporter \$999	Targeted Seminar/Tour/Webinar Sponsor: \$999
Logo acknowledgement via signage at all live Seminars/Tours	✓	✓	
Logo acknowledgement on all printed Seminar/Tour/Webinar brochures	✓	✓	
Logo acknowledgement on all Seminar/ Tour/Webinar registration confirmations (hotlinked)	✓	✓	
Logo acknowledgement on pre-roll as attendees enter Webinar	✓	✓	
Verbal acknowledgement at all Seminars/Tours/Webinars	✓	✓	
Logo acknowledgement in <i>The Scoop</i> on Events Page	✓	✓	
Logo acknowledgement with Seminar/Tour/Webinar info at MNLA.biz (hotlinked)	✓	✓	
Logo acknowledgement from thank-you email to be sent following Webinar experience	✓	✓	
Choice of 3 Seminars/Tours to have either 1) a table top display space or 2) a chance to address the attendees for a period of 5 minutes (max) **	✓		✓
Choice of 3 Seminars/Tours to receive one registration (for networking/staffing display space). <i>Registration will not apply for certification/testing events.</i>	✓		✓
Choice of 3 Seminars/Tours/Webinars to receive an attendee mail list for a single post-event mailing	✓		✓
Choice of 3 Seminars/Tours to distribute one promotional item to event attendees at event registration/check in desk (i.e. brochure, pen, etc.)	✓		✓

*Deadlines apply **When possible

INDIVIDUAL SPONSORSHIPS AVAILABLE—CALL FOR OPTIONS!

MNLA offers premier seminars, tours and webinars throughout the year. Opportunities exist to show support and to market via these functions.

MNLA Networking Events

MNLA Networking Events are created for members to build professional relationships, to share and hear great ideas, and to increase visibility in the industry. Event sponsors will receive visibility in event promotions, with event registration information, and in event follow-up coverage. They will also receive onsite event sponsor acknowledgement when possible. Contact us for opportunities and details on upcoming events!



Your MNLA Marketing Contacts:

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



Minnesota Nursery & Landscape Association



Special Advertising Insertion Order

Please reserve the following ad placements - (reference current rate card)

Complete and fax to 763-322-5011

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

Advertising Option:	_____
Size:	_____
# of Insertions:	_____
Issue(s) or Month(s):	_____
Ad Fee:	\$ _____ per Insertion
Notes:	_____

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

Advertiser's Signature

Date

Your MNLA Ad Sales Rep: Faith Jensen, 952-934-2891/ faith@pierreproductions.com

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)

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.

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. Call for quote.

Send artwork to: Faith Jensen – faith@pierreproductions.com / 952-934-2891

- *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.*