

MNLA Digital Advertising

MNLA offers several digital opportunities to reach the industry.

MNLA Exchange

Promote your enticing offer via the monthly MNLA Exchange email (distributed to approximately 4,000) and the MNLA Exchange landing page at MNLA.biz!



Distribution date: Around the 10th of the month
Deadline: 1st of the month
Open Rate: Approx. 29%.

Specifications: Submit PDF set to 8.5" w x 11" h. (If desired, submit additional thumbnail art for email/webpage at 300w x 388h pixels as .jpg or .png.)

Rate: \$299/month

MNLA.biz

Capture attention during the site's 55,600 annual visits!
Average monthly page views—13,300.

Display Ad

Ad appears in rotation on home page and throughout site.

Deadline: 25th of the month prior

Specifications: Size: Extra-large rectangle. Final size to be determined based on our new website design. Will be based on scaling up from the standard web ad size of 300 x 250 px. Submit art as .jpg, .png or .gif (max. 3-second animation), no larger than 200KB

Rate: \$299/month

MNLA eNews

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

Distribution date: Around the 15th of each month.

Deadline: 1st of the month.

Open Rate: Approx. 26%.

Image Ads

Receive: A hotlinked image ad

Specifications: Size: 600w x 100h pixels. (Submit art as .jpg, .png or .gif - no larger than 300KB.)

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



MNLA Digital Ad 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: _____

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

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

MNLA eNews (**Top of Email** or **Other**) **Base Rate*:** \$ _____ per Insertion

MNLA Exchange **Base Rate*:** \$ _____ per Insertion

Months to run: January 20____ May 20____ September 20____
(Reference rate card for deadlines) February 20____ June 20____ October 20____
 March 20____ July 20____ November 20____
 April 20____ August 20____ December 20____

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.

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

Dimensions: See rate card for ad dimensions

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.*
- *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.*