

# MNLA Advertising Packages

Below are power-packed options for the advertiser looking to get maximum value and exposure – with the efficiency of a one-time package purchase!

Brand Stronghold					
Ads within	Size	Price	Frequency	Value	
The Scoop	Full Page	\$579	12	\$6,948.00	
The Scoop Content	Advertorial – Editorial Content Submission	\$999	1	\$999.00	
Membership Directory	Full Page	\$775	1	\$775.00	
MNLA.biz	Display Ad	\$299	12	\$3,588.00	
Social Media Post (Facebook, Twitter or Instagram)*	Text** + Photo	\$299	12	\$3,588.00	
And choose one of the below (or mix the two to total 12x)		\$299	12	\$3,588.00	
MNLA eNews	Banner Ad				
OR					
MNLA Exchange	Block				
*Exclusive to Brand Stronghold Package buyers **Facebook and Twitter: 80 char. max. Instagram: 125 char. max.				Value	\$19,486.00
				<b>Discounted Package Price</b>	<b>\$11,079.00</b>
				Discounted Package Savings	\$8,407.00
				<b>Discounted Member Package Price</b>	<b>\$10,463.50</b>
				Discounted Member Package Savings	\$9,022.50

Brand Builder					
Ads within	Size	Price	Frequency	Value	
The Scoop	1/2 Page	\$469	12	\$5,628.00	
Membership Directory	1/2 Page	\$679	1	\$679.00	
MNLA.biz	Display Ad	\$299	12	\$3,588.00	
MNLA Exchange	Block	\$299	12	\$3,588.00	
				Value	\$13,483.00
				<b>Discounted Package Price</b>	<b>\$8,905.50</b>
				Discounted Package Savings	\$4,577.50
				<b>Discounted Member Package Price</b>	<b>\$8,410.75</b>
				Discounted Member Package Savings	\$5,072.25

Brand Enhancer					
Ads within	Size	Price	Frequency	Value	
The Scoop	1/4 Page	\$339	12	\$4,068.00	
Membership Directory	1/4 Page	\$559	1	\$559.00	
MNLA.biz	Display Ad	\$299	12	\$3,588.00	
MNLA Exchange	Block	\$299	12	\$3,588.00	
				Value	\$11,803.00
				<b>Discounted Package Price</b>	<b>\$7,393.50</b>
				Discounted Package Savings	\$4,409.50
				<b>Discounted Member Package Price</b>	<b>\$6,982.75</b>
				Discounted Member Package Savings	\$4,820.25



**MNL A Advertising Packages Order**

Please reserve the following package participation -  
(reference current rate card)

**Complete and fax to 952-241-9217**

**Advertiser Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Advertising Package:** \_\_\_\_\_

**Package Fee\*:** \$ \_\_\_\_\_

\*Unless otherwise discussed, the packages fee will be invoiced at time of reservation.

**Month/Year for package to begin:** \_\_\_\_\_

**Preferred placement requests for the Scoop, Directory and/or MNL A eNews (cover position, tab placement, etc..)\*\*:**

\_\_\_\_\_  
\*\*Based on availability. Package participants receive 10% off any additional fee for the placement.

**Brand Stronghold Participants –**  
**What is the preferred months for your advertorial (please provide three choices in order of preference):**

\_\_\_\_\_  
**Please rank your preferred week of month for your Social Media posts via MNL A:**  
\_\_\_ Week 1 \_\_\_ Week 2 \_\_\_ Week 3 \_\_\_ Week 4

**Additional Notes:** \_\_\_\_\_

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

\_\_\_\_\_  
Advertiser's Signature Date

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

## 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: For The Scoop and Directory to - Amy Bjellos – [amy@pierreproductions.com](mailto:amy@pierreproductions.com) / 612-810-7048. For all other advertising to – Faith Jensen – [faith@pierreproductions.com](mailto: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 in the Marketing Prospectus. 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 on the 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 on the 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 on the 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.*