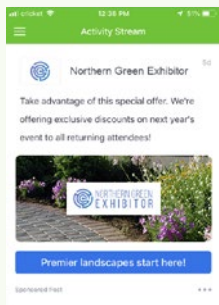


Northern Green Advertising

ONLINE PACKAGE

Ad package that runs on the show's smartphone/tablet app + on its website. Great visibility on the app and on every website page (ads will rotate with other ads).



2019 Stats:

860 app downloads
17,301 app sessions
75,000+ impressions per ad
26,400 web visits

Timing:

Website: Oct. 2019–Feb. 2020
App: Nov. 2019–Feb. 2020

Specs:

Web Ad Dimensions: 600w x 100h pixels

App Post:

Artwork Dimensions: 580w x 256h pixels
Caption: 140 characters
Call to Action: 30 characters
URL: any length

Cost: \$499

Deadline: For maximum visibility, contact us by Sept. 20. Ad commitments beyond that date will be placed as soon as possible.

NORTHERN GREEN E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. **Your hotlinked ad appears in all!**

Deadline: August 30, 2019 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 7,700

Average open rate: 32%

Distribution: Minimum two emails per month, Sept. through Jan.

Dimensions: 600w x 100h pixels

Cost: \$999

ADVANCE PROGRAM

A detailed guide to everything Northern Green. The Advance Program will be distributed via mail as well as posted online.

Deadline: October 11, 2019
Estimated Circulation: 8,000+ (Print 6,000/Online 2,000+)
Date of Publication: Dec. 2019



Ad Options*(full color):

Outside Back Cover—\$1,595
Inside or Opposite Inside Front Cover (Full)—\$1,595
Center Spread—\$2,199
Full page—\$1,295
2/3 page—\$959
1/2 page horizontal or vertical—\$699
1/3 page vertical or square—\$499
1/4 page—\$349
Preferred, non-cover placement add \$99

*See Scoop info for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim for bleed 8-1/2" x 8". Bleed 1/4 off.)

ONSITE PROGRAM BOOKLET

Drive traffic to your booth using this foldout map including schedules and exhibitor listing! (max. 3)



Deadline:

November 1, 2019

Estimated Circulation: 3,000

Timing of Publication: Onsite at Northern Green 2020

Dimensions: 6" x 6" (bleed off by 1/4")

Live area: 5.75"w x 5.75"h

Ad Options (full color):

Outside back tile: \$1,199 (limited to 1)
Full tile: \$999



2020 Northern Green Advertising Reservation Form

Please reserve the following advertisement.

Return this order to Faith: faith@pierreproductions.com or fax - 952-241-9217

Advertiser: _____
Contact Person: _____
Address: _____
City, State, ZIP: _____
Telephone: _____ Email: _____

Online Package - For Maximum Visibility - Reserve by 9/20/19
ad commitments beyond this date will be placed as soon as possible.

Hotlinked Ad - \$499

E-Mail Campaign - For Maximum Visibility - Reserve by 8/30/19
ad commitments beyond that date will be placed in the earliest possible email.

Hotlinked Ad - \$999

Advance Program (full color) - Deadline 10/11/19

- Full Page Cover - \$1,595
(circle choice: outside back inside front opposite inside front)
Center Spread - \$2,199
Full Page - \$1,295
2/3 Page - \$959
1/2 Page - \$699 (circle choice: horizontal vertical)
1/3 Page - \$499 (circle choice: vertical square)
1/4 Page - \$349

Addition - preferred, non-cover position - \$99 name position*: _____
*Best efforts to accommodate will be made. If not accommodated, additional charge will not be incurred.

Onsite Program Booklet - Deadline 11/1/19

- Outside Back Tile - \$1,199
Inside Full Tile - \$999

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.
(Visa, MasterCard, Discover accepted)

Credit card number: _____ Expiration: ____/____
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.

Your Northern Green Ad Sales Team -
Faith Jensen, Sales Representative - 952-934-2891 / faith@pierreproductions.com
Betsy Pierre, Sales Manger - 763-295-5420 / betsy@pierreproductions.com

Advertisement Insertion Order

Mechanical Requirements

Art Submission: Press quality PDF preferred built from high resolution graphics with fonts embedded.

Four Color – Must separate CMYK. 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: Amy Bjellos - 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.*