

2020/2021 Marketing OPPORTUNITIES



Minnesota Nursery &
Landscape Association



NORTHERN
GREEN



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Photo from "Corporate Campus" by Urban Ecosystems / Nelco Landscaping.
MNLA Excellence in Planting Design Award 2020.

Note: Details subject to change.

MNLA ADVERTISING & SPONSORSHIPS

MNLA Member Demographics

Target Minnesota's nursery and landscape industry via MNLA—a regional leader and one of the nation's top green industry organizations!

Membership: Approximately 1,100 companies

Landscape contractor	45%
Landscape designer	38%
Hardscape contractor	34%
Snow plowing services	31%
Landscape management and/or lawn care.....	28%
Irrigation contractor	19%
Business products or services.....	18%
Landscape lighting	18%
Garden center, retail nursery or greenhouse.....	16%
Professional gardening services	16%
Nursery stock grower	12%
Landscape, nursery, greenhouse supply center	11%
Tree care services.....	10%
Greenhouse and/or herbaceous grower.....	9%
Hardscape supplier	8%
Manufacturer.....	7%
Equipment sales or rental	6%

* Many members indicate more than one specialty



Minnesota Nursery &
Landscape Association



2021/2022 MNLA Member Directory

Distribution of the annual MNLA Directory is in the springtime—when it is needed most! The Directory will continue to be a year-round resource, including a roster of MNLA members and a listing of key industry suppliers.

Distribution: Includes landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors, snow and ice contractors, and lawn/garden/tree professionals.

Circulation: 1,700

Frequency: Annually, April

Deadline: February 5, 2021

Trim Size: 8-1/2" x 11" (width x height)

Live Area: 7-1/2" x 10" (width x height)

Highly Visible, Section Lead-Ins available:

- Green Industry Contacts
- Index of Products / Services
- Members Plus

Advertising Rates

Outside Back Cover	\$1,375
Center Spread	\$1,375
Inside Front Cover	\$1,320
Opposite Inside Front Cover	\$1,320
Opposite Section Lead-In	\$999
Inside Back Cover	\$999
<i>ALL ADS ABOVE ARE FULL PAGE ONLY</i>	
Full Page	\$775
Two-Thirds Page	\$729
Half Page	\$679
One-Third Page	\$619
Quarter Page	\$559
Assigned location, add	\$159

Ad Dimensions (width x height)

Full Page	7-1/2" x 10"
Trim size for bleed*	8-1/2" x 11"
Center Spread	16" x 10"
Trim size for bleed*	17" x 11"
2/3 page	4-5/8" x 10"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/3 Page Vert.	2-1/4" x 10"
1/3 Page Square	4-3/4" x 4-3/4"
1/4 Page	3-1/2" x 5"

*Bleeds: Bleeds allowed on full page and center spread ads only. Allow no less than 1/4" for bleed; keep live copy no less than 1/2" inside trim size.

See page 5 for visual display of sizes.



BONUS

In addition to the display ad, Directory advertisers also receive:

- An enhanced listing in Members Plus section
- Company name listed under two categories in the Index of Products / Services. Categories include:
 - Equipment & Vehicles
 - Growing Supplies for Nurseries & Greenhouses
 - Hardscapes
 - Herbaceous Plants
 - Retail & Landscape Products
 - Services
 - Snow & Ice
 - Turf Products, Sod, Irrigation
 - Woody Plants

The Scoop

MNLA's official monthly publication. Mailed to approximately 1,100 companies, including landscape contractors and designers; garden centers; nursery and greenhouse growers; irrigation contractors and lawn/garden/tree professionals. This is an excellent way to target your ad dollars directly to your customers.

Bonus Issues:

- January**—Available at Northern Green
- April**—Mailed with MNLA Member Directory
- September**—Double circulation
- November**—Northern Green Promo
- December**—Mailed with Northern Green Advance Program



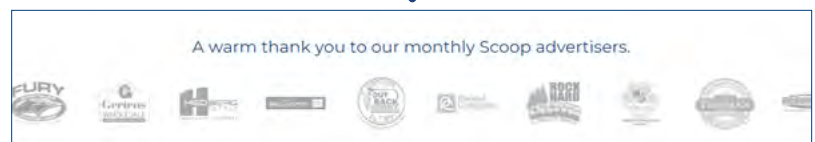
2020/2021 FULL COLOR rates

MNLA Business Members receive a 5% discount on rates. 5% discount for full payment with order.

	1 Time	6 Times	12 Times
Center Spread	\$1,229	\$1,099	\$989
Back Cover	\$1,059	\$909	\$729
Inside Front or Back	\$1,059	\$909	\$729
Opposite Inside Front	\$1,059	\$909	\$729
Page 4, 7 or 11	\$779	\$709	\$639
Full	\$709	\$629	\$589
2/3 page	\$639	\$569	\$509
1/2 page	\$589	\$529	\$479
1/3 page	\$509	\$449	\$409
1/4 page	\$439	\$389	\$349
1/12 Page (See Marketplace details)	\$249	N/A	N/A
Assigned Location	+\$90	+\$85	+\$69
Advertorial (See Advertorial Guidelines)	\$999	N/A	N/A
Mailing Insert	\$679	N/A	N/A
Scoop Online	\$500	\$450	\$405
Hotlink from ad from Scoop Online	\$25	\$25	\$25

DID YOU KNOW? 12x ADVERTISERS RECEIVE:

- Strengthened brand enhancement and recognition.
- Hotlinked logo recognition on the home page at MNLA.biz during the months they run their Scoop ad.

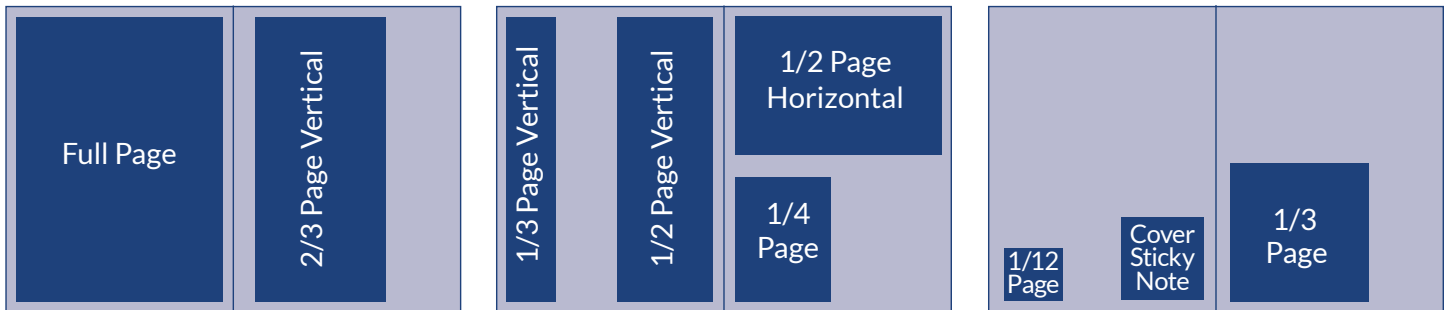


SIZES AVAILABLE	Dimensions (width x height)
Full Page	7-1/2" x 10"
Trim size for bleed*	8-1/2" x 11"
Center Spread	16" x 10"
Trim size for bleed*	17" x 11"
2/3 page	4-5/8" x 10"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/3 Page Vert.	2-1/4" x 10"
1/3 Page Square	4-3/4" x 4-3/4"
1/4 Page	3-1/2" x 5"
1/12 Page	2.3843" x 2.1667"
Cover Sticky Note	2.75" x 2.75"
Trim size for bleed*	3" x 3"
Scoop Online	300 x 600 pixels

*Bleeds: Bleeds allowed on full page, center spread and sticky note ads only. Allow no less than 1/4" for bleed. For full page and center spread ads, keep live copy no less than 1/2" inside trim size. For Sticky Note, keep live copy no less than 1/4" inside trim size.

Marketplace

This special section in the back of the publication is exclusively for 1/12th page ads. Border required. No discounts available (i.e., member, frequency, prepay).



Inserts available: Advertiser inserts will be polywrapped and mailed with The Scoop. Insert must be no larger than a single 8-1/2" x 11" sheet of paper. May be folded.

Deadline: The 20th of each month (for the issue approx. 6 weeks ahead) (i.e. Nov. 20 for January issue).

Circulation: Approximately 1,200.

Ad creation: Call for quote.

Scoop Online: An e-version of The Scoop is sent monthly to approximately 2,200 with a 30% open rate. Scoop Online advertisers get an ad in the announcement email and on the online landing page.



“With the addition of the online version, 35 people at our company are now reading the Scoop instead of just one or two.”

- John Mickman, Mickman Brothers, Inc.

Scoop Advertorial Guidelines

- An Advertorial is not an ad placement. Advertorial content should be written in the style of an article, and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Ideas and solutions within the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that *The Scoop* magazine endorses the advertiser's organization, nor the content presented.
- The Advertorial will be designed by our designer to blend with the style and formatting of *The Scoop*, but not mimic its standard template. Labeling as "Advertorial" will follow the Federal Trade Commission's guidelines and be done in close proximity to the ad.
- Art included with the copy should avoid looking like an "ad within ad", meaning if the product itself is shown we prefer that it be shown being used as intended instead of a studio photo. No text should be added on top of the images to make them appear as advertisement itself. One small logo will be presented in the layout, placed at our designer's discretion. The number of pages used for the advertorial will be determined by the publisher, but will not be less than one.
- Submission includes text document (600-1,300-words) and images. Photos are encouraged, however we may not have space to use them all.
- Must also purchase minimum half-page ad.
- *The Scoop's* editorial staff reserves the right to contact the authors to discuss the content being developed.
- *The Scoop* magazine reserves the right to edit any material in order to maintain proper word count, grammar, tense usage, and consistency with *The Scoop's* editorial style. The publisher reserves the right to reject articles that are poorly written, inappropriate, conflict with the interests of MNLA and its members, or otherwise do not meet Federal Trade Commission guidelines.
- It is not our mission to reject advertorials and will do our best to help your company's copy meet our requirements.

Advertorial

Creative Solutions with GREEN ROOFS



Green roofs go beyond any other roofing options when it comes to the multitude of benefits they provide to those who own, work, and live under them. They are beautiful, create habitat, promote health and well-being, attract customers, reduce stormwater runoff, protect building envelopes, and conserve energy. But according to Green Roofs for Healthy Cities, "In North America, the benefits of green roof technologies are poorly understood, and the market remains immature, despite the efforts of industry leaders."

Why green roofs?

- **Reduce Stormwater Runoff** – Research has shown that extensive green roof systems can reduce runoff by up to 50% annually in our climate.
- **Clean Water** – Green roofs prevent stormwater runoff from combining with sewage and overflowing into local waterways. Urban environments, with their expanses of impermeable surfaces, allow stormwater to runoff directly into municipal sewer systems. Living roofs act as a sponge to absorb much of this runoff and keep waterways cleaner.
- **Demonstrate Stewardship** – A living roof tells customers, residents, employees or neighbors that you care about your community, your health, and the ecosystem.
- **Reduce Habitat** – Plants and soil help recreate habitat for pollinators such as bees, butterflies, insects, and songbirds.
- **Save Energy** – The evaporative effects of green roof plants and the growing medium reduce HVAC costs during hot weather.
- **Protect Building Envelope** – Plants and soil protect membranes from UV radiation, temperature fluctuations, and high winds.
- **Expand Usable Space** – Adding green roofs can expand the amount of usable space a facility can offer. By adding amenity space, building owners can increase the usable space of their facility. Rooftop patios, healing gardens, and other amenity spaces make buildings more attractive to building owners, tenants, and customers alike.

CASE STUDY ONE
The two primary driving factors to the Lake Home project shown on this page were aesthetics and stormwater management. The installation of the LiveRoof® made it possible for the homeowners to design and build the house they wanted, while meeting regulatory requirements for stormwater management. These requirements can quite often be a headache for property owners. Just a few more additional benefits the homeowners now realize is they have increased the life of the roof membrane, insects flowing through the windows that overlook the LiveRoof® are noticeably cooler, and the LiveRoof® also cools the newly installed solar panels so they run more efficiently.

Advertorial

A Green Roof Partner in Minnesota

Despite the obvious benefits, many in the green industry still hesitate to install a green roof in their client proposals, or wouldn't consider the idea. There are misconceptions of green roof today:

- They're too expensive to install.
- They require too much maintenance.
- They become ugly over time.
- They wear out too quickly.

One provider of green roofs has been working to overcome these perceptions and the real challenges behind them.

Since 2006, LiveRoof®, a green roof manufacturer from Michigan, has been a part of over 4,000 green roof projects totaling over 9 million square feet. Their system:

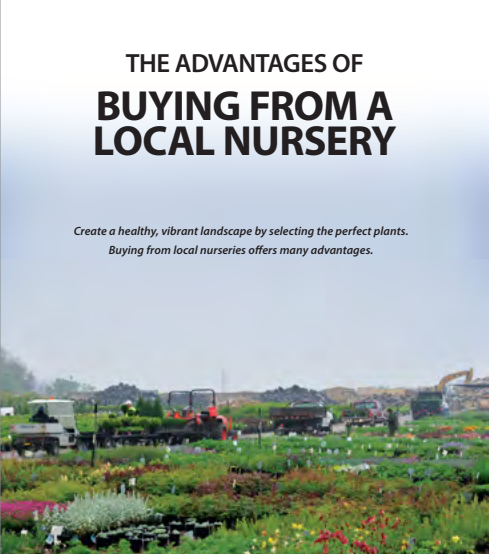
- Uses locally sourced engineered green roof soil to fill modules.
- Populates the modules with plants trialed and many developed specifically for performance on a rooftop.
- Chooses blends of deciduous and evergreen cuttings to create a carpet-like effect 12 months of the year.
- Loads modules onto specialized "Hopper" racks for safe transport to the rooftop.
- Offers labor-saving streamlined installation as installers simply set the modules in place like pavers.
- Provides a modular "try-type" system, there are virtually no limits to the designs that can be created. Bachman has laid out plantings according to the designer's CAD drawings of their project fields, and worked with landscape contractors to install them as designed to create "instant" roof top landscapes. Your client may have one very specific reason for wanting a green roof on a retail project. But it's important to remember that there are multiple benefits to every green roof installed and it's important to convey these benefits to the client. Putting on this knowledge may make the difference between moving forward, or the green roof being white engineered out of the project.

CASE STUDY TWO
Should have been a difficult condition to deal with in a rooftop application. Bachman and LiveRoof® continually test plants for demanding places in their plantings. Recently, a local roofer client had a challenging dilemma in their new green roof. Client suggested trying a unique plant combination of Japanese grasses and Hosta accent plants. Since it was the first time it was tried, there were few local nurseries doing production, but the final product looks great and the plants are thriving.

© If you have any questions or would like to discuss the content of this advertorial, feel free to reach out to Dan Pregel, Bachman's Midwest Regional Sales Director at dpregel@bachmans.com, or visit bachmanroof.com/pages/greenroofs.html.

THE ADVANTAGES OF BUYING FROM A LOCAL NURSERY

Create a healthy, vibrant landscape by selecting the perfect plants. Buying from local nurseries offers many advantages.



Foreign Pests Are Not a Concern
When plants are purchased from a local nursery, there is not a concern about foreign pests. Some retailers, that do not grow their own plants, purchase plants in bulk at wholesale prices from all around the country, which can bring in foreign pests and diseases. If these from local green plants are transplanted into existing landscapes, there is a risk of foreign pests and disease spreading.

Healthier Plants
Greenhouse grown plants tend to live longer and look better because skilled gardeners have cared for them using specific top-grade plant food and soils. The nutrients the plants absorb early on at the nursery make them more resistant to disease. Plants purchased from a grower can save you time, frustration and money because they are healthier and will last longer.

Native Plant Offerings
A local grower's fine choice in plants are locally grown native plants direct from the grower. Native plants grown in a particular region have evolved to adapt to the conditions of that region. The soil, geography, climate and other factors create a natural balance that is usually suited to their environment, which makes them hardier. Because of this, native plants require fewer pesticides, water and fertilizer.

Buy From the Grower
Buying from local nurseries definitely has its advantages. A perfect example of this is a Gertrud located in Levee Grove Heights, Minnesota. Frank Gertrud started Gertrud in the early 1900s with just a few acres of land in South Saint Paul. He began selling produce with the motto: "Buy from the Grower." Local residents recognized the quality of the produce sold, and Frank started expanding his company to include his two sons, Bob and Jerry.

In 1980, the third generation of Gertrud became primary owners, Bob Gertrud's sons, Lewis and Glen, and Bob's son-in-law, Glen Pitera. This new generation received the same passion for local growth, keeping their grandfather's vision of producing quality products close to heart.

Gertrud began an expansion project in 1996 to increase the retail store to more than 40,000 square feet. With the reduced selection of annuals, perennials and nursery stock in the Twin Cities, Gertrud is only one of a handful of garden centers that grows the majority of the goods they sell, making the entire experience unlike any other.

In 2013 Gertrud finished construction of a 2.5-acre high-tech state-of-the-art greenhouse. This addition ensured that their customers continued receiving the expected value and quality well into the future. Between 2014-2016 they purchased growing ranges in Lake Elmo and expanded further in Levee Grove Heights to increase capacity. "It's only natural to buy from the grower" continued as the motto to their valued customers. Now at Gertrud, the fourth generation is growing the tradition, working to continue that it will always be natural to buy from the grower.

Support Local Community
By purchasing from your local grower, you are supporting your local community, family owned businesses and strengthening the local economy. Established, local garden centers like Gertrud provide what you need to become successful with their locally grown plants and landscaping materials. They have the experience and customer service to help you along the way.

MNLA Digital Advertising

MNLA offers several digital opportunities to reach the industry. See next page for more.

MNLA.biz

Capture attention during the site's 66,700 annual visits!

Avg. monthly page views—16,100.

Deadline: 25th of the month prior

1. Display Ad – Appears in rotation on home page and throughout site.

Homepage: 510px x 425px

Interior pages: 370px x 308px

Specifications: Submit artwork sized to 510 x 425 px (responsively shrinks to fit interior pages) as .jpg, .png or .gif (max. 3-second animation), no larger than 200KB.

Rate:

1x - \$329/month | 6x - \$299/month | 12x - \$279/month

2. Home Page Slider Ad – Is an exclusive option that appears on the home page in rotation with other MNLA promotions.

Specifications: Include one image sized at 2000 x 900 px and text for a headline, a subheadline, and a button.

Photo: The focal point of the photo should be in the center, as our website shrinks and expands responsively depending on the device's screen size. The sides of the image will always show, but the top 180 pixels and the bottom 240 pixels will sometimes be cut off (see below illustration). Note that the MNLA Member Search/Certified Pro Search bar will overlay the bottom 100 pixels with a transparent blue bar on larger screen sizes (see below illustration).

- Dimensions: 2000 x 900 pixels.
- Submit a JPEG with a file size no larger than 900KB.

Text: There are three spots for text with character limitations:

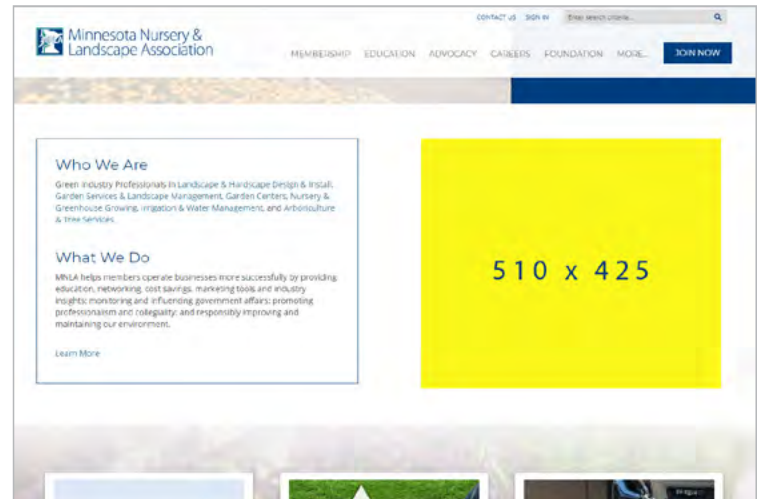
- Blue text: 70 (including spaces)
- White text: 40 (including spaces)
- Button text: 12 (including spaces)

Monthly Rate:

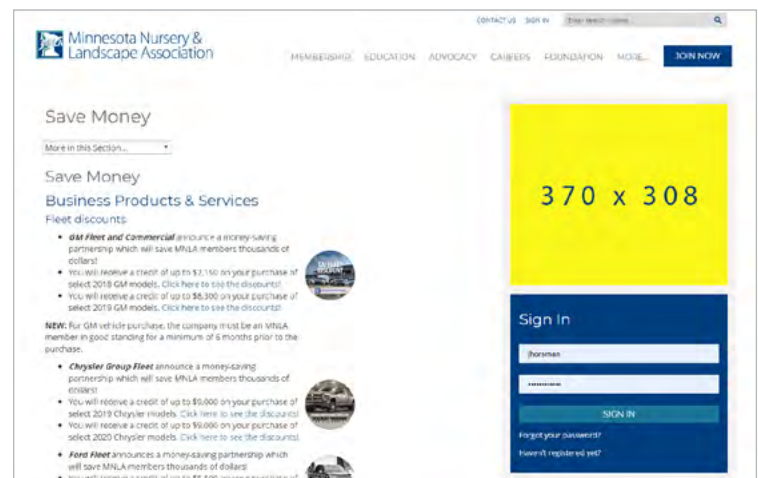
1x-\$529

6x-\$499

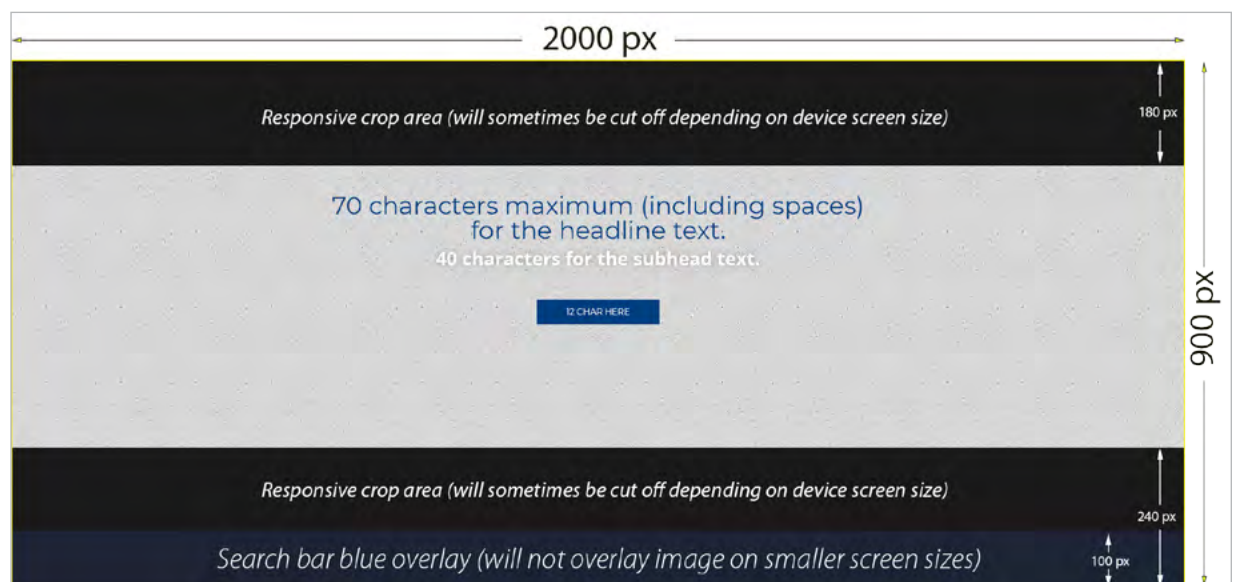
12x-\$479



Display Ad, Homepage: 510px x 425px



Display Ad, Interior pages: 370px x 308px



Minnesota Nursery & Landscape Association

Your MNLA Marketing Contact:
Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com

MNLA Digital Advertising

MNLA.biz, cont.

3. Featured Event Block Promote an upcoming event with a Home Page Featured Event block. Event will also be listed in the Community Calendar with BONUS logo visibility.

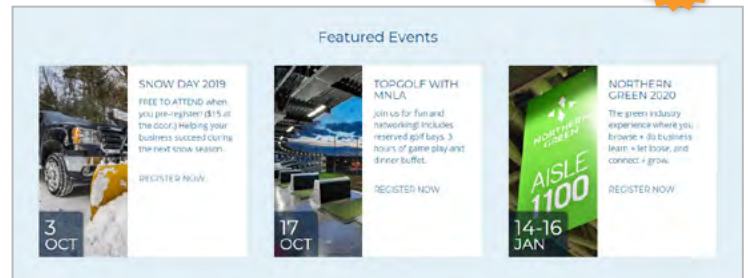
Image: 300 x 650 px without text on it. Submit art as .jpg, no larger than 200KB.

Text: There are three spots for text with length limitations:

- Event Title: 30 characters (including spaces)
- Event description: 90 characters (including spaces)
- Call to Action: 12 characters (including spaces)

Rate: \$329 (4 week run)

NEW!



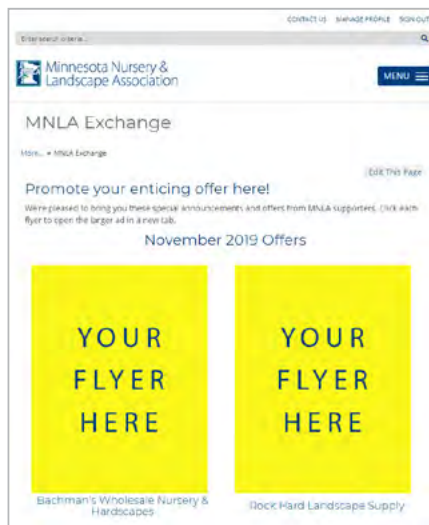
MNLA Exchange

Promote your enticing offer via the monthly MNLA Exchange email (distributed to approximately 3,700) and the MNLA Exchange landing page at MNLA.biz!

Distributed: Around the 10th of the month
Deadline: 1st of the month
Open Rate: Approx. 26%.

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:
1x - \$329/month
6x - \$299/month
12x - \$279/month



MNLA eNews

Nearly 3,700 industry professionals—employees and owners—receive MNLA eNews every month.

Distributed: The last week of each month.

Deadline: 1st of the month.

Open Rate: Approx. 26%.

Banner Ad

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

Placement Options:

Top of email: \$399/month (limited to 1 per month)
Below content:
1x - \$329/month
6x - \$299/month
12x - \$279/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 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	
Scoop (hotlinked from Scoop Online)	Full Page	\$614	12	\$7,368.00	
Scoop Content	Advertorial – Editorial Content Submission	\$999	1	\$999.00	
Membership Directory	Full Page	\$775	1	\$775.00	
MNLA.biz	Display Ad	\$279	12	\$3,348.00	
Social Media Post (Facebook, Twitter or Instagram)*	Text** + Photo	\$279	12	\$3,348.00	
And choose one of the below (or mix the two to total 12x)		\$279	12	\$3,348.00	
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	\$19,186.00
				Discounted Package Price	\$11,241.00
				Discounted Package Savings	\$7,945.00
				Discounted Member Package Price	\$10,616.50
				Discounted Member Package Savings	\$8,569.50

Brand Builder					
Ads within	Size	Price	Frequency	Value	
Scoop (hotlinked from Scoop Online)	1/2 Page	\$504	12	\$6,048.00	
Membership Directory	1/2 Page	\$679	1	\$679.00	
MNLA.biz	Display Ad	\$279	12	\$3,348.00	
MNLA Exchange	Block	\$279	12	\$3,348.00	
				Value	\$13,423.00
				Discounted Package Price	\$9,067.50
				Discounted Package Savings	\$4,355.50
				Discounted Member Package Price	\$8,563.75
				Discounted Member Package Savings	\$4,859.25

Brand Enhancer					
Ads within	Size	Price	Frequency	Value	
Scoop (hotlinked from Scoop Online)	1/4 Page	\$374	12	\$4,488.00	
Membership Directory	1/4 Page	\$559	1	\$559.00	
MNLA.biz	Display Ad	\$279	12	\$3,348.00	
MNLA Exchange	Block	\$279	12	\$3,348.00	
				Value	\$11,743.00
				Discounted Package Price	\$7,555.50
				Discounted Package Savings	\$4,187.50
				Discounted Member Package Price	\$7,135.75
				Discounted Member Package Savings	\$4,607.25

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.



Upcoming Events Postcard

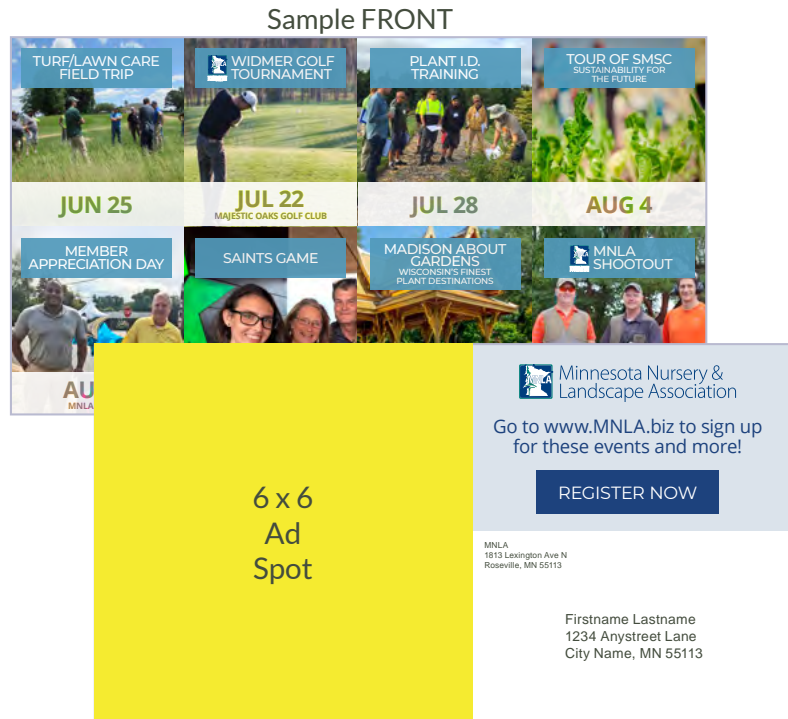
Take advantage of this exclusive opportunity in our twice-a-year "Save the Date" event promo postcards.

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 1/4" from trim. Keep live area no less than 1/4" inside trim size.

Rate: \$699/single or \$1,199/both



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!

Examples of past events:

- Saints Game
- Feed My Starving Children
- Riverboat Cruise
- Topgolf

Call for current options!

Rate: \$250/event



MNLA Awards Program & Celebration

Stand with MNLA in recognizing the best of the best.

Cost: \$1,500*



MNLA Landscape Awards Program

Sponsor Benefits**

Recognition in The Scoop with program promotions.

Recognition in one issue of MNLA eNews, MNLA's electronic newsletter.

Company logo and live link on the application page of www.MNLA.biz.

Company logo and small cocktail table at the Landscape Awards Display at Northern Green.

Company logo on each Landscape Award project poster.



Green Industry Awards Celebration

Join the celebration to honor MNLA & MTGF awardees in the Innovation & Inspiration Theater on the Northern Green show floor.

Estimated attendance: 200

Sponsor Benefits**

Company logo on all printed event items including invitation and program.

Recognition in event publicity.

Recognition at the event from the master of ceremonies and on screen.

10 drink tickets to share with your customers.



*If preferred, you may choose to sponsor **only one** of the above two items. **Cost:** \$1,000.

Note: To avoid conflict of interest, those eligible to submit for an award may not participate as a sponsor.

**Deadlines apply.

Widmer Golf Tournament



The Widmer Golf Tournament is a long-time favorite, fun, fundraising event! Be seen as a leader in the industry, supporting industry research and education.

Event Date: July 22nd
Sponsor Deadline: July 15th
Location: Majestic Oaks Golf Club
Sponsors Receive:

- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.

Sponsorship Opportunities (2020 info—may change slightly for 2021):

Hole (18 available)	\$300 (Specify Hole + \$100)
Prize for Champion Team	\$550
Prize for 2nd Place Team	\$450
Prize for Last Place Team	\$450
Contest Hole (Longest Drive, Closest to Pin, Longest Putt, Hit the Keg)	\$450
Breakfast & Mega Putt Kickoff	\$750 exclusive, \$300 shared
Super Ticket Cash Prize Drawing	\$250 shared
Drink Ticket & Beverage Cart	\$550
Golf Carts	\$550
Golf Balls*	\$150
Golf Tee Bag*	\$150
Awards Luncheon	\$1,000 exclusive, \$300 shared
AM Bloody Mary/Juice Bar (up to 100 drinks)	\$250 shared / \$500 exclusive

*In addition to sponsor fee, the sponsor supplies the item.

MNLA Shootout



The MNLA Shootout Sporting Clays Tournament is a unique and fun opportunity to gather with your fellow professionals to raise money for scholarships.

Event Date: September 22nd
Sponsor Deadline: September 15th
Location: Game Unlimited Hunting Club
Sponsors Receive:

- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.

Sponsorship Opportunities (2020 info—may change slightly for 2021):

Station Sponsor (17 available)*	\$300 (Specify station: +\$100)
Prize for Champion Team	\$375
Prize for Champion Individual	\$250
Happy Hour & Awards	\$1,000 exclusive/\$400 shared
Lunch Sponsor	\$1,000
Super Ticket Cash Prize Drawing	\$250 shared
Special Game Sponsor (4-5 games available)	\$250/per game
Refreshments on Course	\$325 shared

*Stations may double up depending on course.

MNLA Government Affairs Sponsorship Opportunities



MNLA guides the industry towards a strong presence at the Capitol, and we are proud to enjoy an active and engaged member base in the area of Government Affairs. We invite MNLA members and other industry stakeholders to consider supporting MNLA legislative efforts with a sponsorship.

LEGISLATIVE ACTION CENTER AT NORTHERN GREEN

An opportunity at Minnesota's largest green industry gathering to learn about our most important legislative issues.



Timing: January
Cost: \$399 (shared)
Sponsor Benefits*:

Company recognition:

- In pre-promotion of element.
- Via sponsor signage at the element.



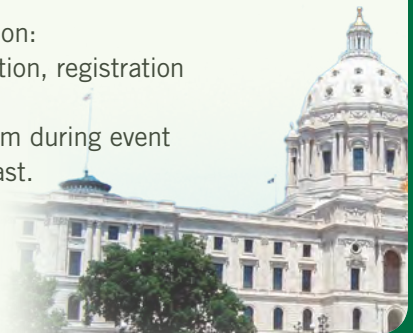
DAY ON THE HILL

Created to bring the industry's voice to lawmakers, this is a day filled with MNLA member visits at the Capitol to discuss major industry issues and initiatives.

Timing: March
Cost: \$399 (shared)
Sponsor Benefits*:

Company recognition:

- In event promotion, registration and follow up.
- From the podium during event kick-off breakfast.
- At end-of-day Happy Hour.



END-OF-SESSION CELEBRATION

A wrap up to the year's session and an opportunity to thank those in the industry who got involved, as well as government officials who helped champion our cause.



Timing: June
Cost: \$399 (shared)
Sponsor Benefits*:

Company recognition:

- In event promotion and follow up.
- From the microphone during the Celebration.
- Via sponsor signage at the event.

GROW RESULTS PACKAGE

Sponsors may elect to participate in all three Government Affairs Sponsorship Opportunities at the reduced package rate of \$999.

Cost: \$999 (a \$198 savings)

As a BONUS – Grow Results Packages include visibility in the MNLA Government Affairs eNews and at MNLA-organized Town Hall Forums.

Bundle & Save!

Prefer to make a more private donation? Contact Forrest Cyr at forrest@mnla.biz or 651-633-4987.

Note: *Deadlines apply.

MNLA Sponsorship Packages

Interested in showing maximum support while also being budget-wise? Check out these time and money saving packages!

Leading Edge Supporter				10% DISCOUNT
Sponsorship Elements	Participation			Value
MNLA Education	Business Driver			\$1,499.00
MNLA Networking	Two Events			\$500.00
MNLA Awards Program & Celebration at Northern Green	Dual			\$1,500.00
Widmer Golf Outing	Hole			\$300.00
MNLA Shootout	Station			\$300.00
Government Affairs	Grow Results			\$999.00
			Total	\$5,098.00
			Discounted Package	\$4,588.20
			Savings	\$509.80

True Supporter				10% DISCOUNT
Sponsorship Elements	Participation			Value
MNLA Education	Education Supporter			\$999.00
MNLA Networking	One Event			\$250.00
MNLA Awards Program				\$1,000.00
Widmer Golf Outing	Hole			\$300.00
MNLA Shootout	Station			\$300.00
Government Affairs - pick one				\$399.00
Legislative Action Center at Northern Green				
Day on the Hill				
End-of-Session Celebration				
			Total	\$3,248.00
			Discounted Package	\$2,923.20
			Savings	\$324.80



Note: Details subject to change.

Your MNLA & MNLA Foundation Marketing Contact:

Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com

NORTHERN GREEN ADVERTISING & SPONSORSHIPS

Who Attends?

Average attendance: 6,431 Decision-makers: 59%

2020 Attendees by Industry Segment

Landscape Contractor	23%	Gardening Services.....	8%
Parks/Recreation	20%	Irrigation Contractor	8%
Landscape Designer	16%	School Grounds.....	8%
Snow & Ice Management.....	15%	Tree Care Services	8%
Landscape Management	13%	Sports Turf.....	7%
Golf Course.....	13%	Arborist	6%
Garden Center.....	12%	Flower Grower	6%
Hardscape Installer	12%	Sod Grower.....	2%
Nursery Grower	10%	Cemetery.....	2%

*In the figures above, attendees were asked to “check all that apply” and consequently the percentages add up to greater than 100. Figures represent the percentage of non-exhibitor attendance. *Note: Many attendees indicate more than one specialty.*



Northern Green Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. Northern Green is hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation. Northern Green 2021 is from January 12–14 at the Minneapolis Convention Center.



2021 MARKETING PACKAGES/BENEFITS <i>DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.</i>	Premier Partner		Industry Leader		Booth Traffic Driver	
	Benefit	Value	Benefit	Value	Benefit	Value
Recognition as Education Session Supporter	✓	\$3,000				
Recognition as Attendee Badge Sponsor*	✓	\$2,000				
Recognition as Thursday Trade Show Element Sponsor	✓	\$999				
Logo visibility at the trade show entrance	✓	\$2,000	✓	\$2,000		
(25) Complimentary 2-Day Registration Passes	✓	\$4,200	✓	\$4,200		
Comp MCC parking pass (4 days)	✓	\$300	✓	\$300		
Generously Supported by logo in Advance Program	✓	\$1,000	✓	\$1,000		
Generously Supported by logo in Onsite Program Booklet	✓	\$1,000	✓	\$1,000		
Generously Supported by hotlinked logo from NG.org + App	✓	\$500	✓	\$500		
Generously Supported by logo in The Scoop Pre and Post	✓	\$500	✓	\$500		
Generously Supported by logo in Clippings	✓	\$500	✓	\$500		
Generously Supported by logo in Northern Green Emails	✓	\$500	✓	\$500		
Generously Supported by signage at Northern Green	✓	\$1,000	✓	\$1,000		
Generously Supported by logo in MNLA Directory	✓	\$250	✓	\$250		
Recognition as Keynote Speaker Supporter	✓	\$999	✓	\$999		
Trivia Trail Participant	✓	\$375	✓	\$375	✓	\$375
Positioned as Northern Green Wednesday Lunch Supporter	✓	\$999	✓	\$999	✓	\$999
Innovation and Inspiration Theater Commercial (Up to 60 sec)					✓	\$599
Innovation and Inspiration Theater video acknowledgement	✓	\$499	✓	\$499		
Generously supported by signage in Morning Coffee area	✓	\$899	✓	\$899		
Ad in Advance Program					✓	\$1,295
1/4 page ad in November registration print promo**					✓	\$999
Ad in Onsite Program					✓	\$999
Ad in all Northern Green Emails					✓	\$999
Online Ad in Northern Green App/NorthernGreen.org					✓	\$499
Value		\$21,520		\$15,521		\$6,764
Price		\$10,799		\$7,799		\$4,899
Package Savings		\$10,721		\$7,722		\$1,865
% off other Northern Green Marketing Opportunities***		25%		20%		10%

*Must submit black & white logo art for badge sponsorship.

**Art deadline: September 11.

***Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Advertising.



Your Northern Green Marketing Contact:
Betsy Pierre, Sales Manager • 763-295-5420 • betsy@pierreproductions.com

Marketing Opportunities (subject to change)

(Deadlines apply. For maximum visibility contact us by October 9.)

Drive Traffic to Your Booth

Conversations are key...several options exist to send attendees directly to your booth:

NORTHERN GREEN LUNCH—WED. ONLY: \$999 shared

Join in providing attendees FREE lunch on Wednesday in the Exhibit Hall. Attendees will be sent to your booth to grab their lunch gift cards and your logo will appear on table tents and lunch promotions.

TRIVIA TRAIL PRIZE DRAWING: \$375 (max. 10)

Be included in Northern Green's Trivia Trail! To enter drawing, attendees will be asked to stop by each Trivia Trail booth to get their question answered and card initialed. Each stop will have a prize associated with it for the drawing. \$100 prize supplied by Northern Green.

CLINGS IN HIGHLY VISIBLE, ATTENTION-GETTING PLACEMENTS!

CARPET CLINGS* – Guiding a path from the trade show entrance to your booth.
(10) 2' x 1.5' – \$1,199

TRADE SHOW ENTRANCE INTERIOR DOOR CLINGS**
(Trade Show Interior Side) Great visibility in the highly trafficked front aisle of the trade show.
(10) 1.5' X 1.5' – \$1,199

TRADE SHOW ENTRANCE FLOOR CLINGS**
Make your presence known right inside both trade show entrances.

(2) 8' x 8' – \$1,999

*Northern Green designs cling.

**Cling advertiser sends art for production.

Drive Traffic to Your Booth & Encourage Networking

TRADE SHOW CASINO – THURSDAY AFTERNOON

The Trade Show Casino will put gaming fun and the possibility of prizes on the trade show floor – capping Northern Green 2021 with a highlight!

EVENT SPONSOR: \$999

Receive recognition in event pre-promotion, on event signage and host a blackjack or poker spot for the afternoon!

EVENT SPONSOR + KEG STOP*: \$1,999

Power boost your Casino sponsorship by making your booth a keg stop for the event!

KEG STOP*: \$1,000

Prefer to simply be a Casino keg stop? This option is for you.

BLACK JACK OR POKER TABLE SPONSOR: \$149

Receive signage and frequent verbal recognition at a Casino table. Option to deal if interested.

**Includes basic keg selection – upgraded beer options are available.*



Support Event Education

Be involved in Northern Green's premier education and target your involvement to your preferred market. Participants will receive recognition with event promos, on event signage and acknowledgement from podium.

MASTER CLASS DAY—TUESDAY: \$500 shared

A hyper-targeted day of training with **MASTER CLASSES** specific tracks. In addition to the above, participants will have the ability to distribute promotional information during the event.

CEO PREMIUM TRACK—WED.: \$650 shared (max. 2)

Supporters of this special, Wednesday track will gain exclusive access to this elusive segment of Northern Green attendees. In addition to the above mentioned benefits, participants will receive exclusive access to the CEO Lounge (containing a concierge, food/beverages, etc.) and will have the ability to distribute promotional information from the CEO Lounge.



INTERACTIVE TRACK—THURSDAY: \$350 shared

Support this in-depth, hands-on education. In addition to the above, participants will have the ability to distribute promotional information during the event.



KEYNOTE SPEAKER: \$999 shared

Play a role in the Northern Green keynote address as a kick-off to the event. Typically the most well-attended session. (If interested in making a really big splash—options exist to work with event management to bring in a HUGE name speaker! Participation at this level will vary depending on speaker fees.)

Main Floor Elements

Be a part of Northern Green's main floor excitement. Participants will receive recognition in advance promotions, and prominent recognition within the tradeshow element.

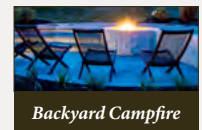
INNOVATION AND INSPIRATION THEATER: \$1,999 shared (max. 2)

Expect this stage and massive screen to be a focal point of Northern Green. This is where the action will be on many levels. In addition to the above, participants will have the ability to submit a 60-second commercial to run at least 15 times during the show.



LAKESHORE CAMPFIRE: \$999 exclusive BACKYARD CAMPFIRE: \$999 exclusive

Be involved in this widely successful, main floor presentation element. Participants will also receive a presentation time slot at Campfire (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name by Oct 11. Includes the ability to distribute a small promotional item, brochure or flier from area (stocked and restocked by participant).



TECH LAB – CREW-BASED MANAGEMENT SOFTWARE: \$599 shared

Your targeted customer has this need – help encourage operational efficiency and greater profitability!



SANDBOX: \$599 shared (\$399 w/ materials donation)

Host of the popular Minnesota State Patrol Commercial Vehicle Inspection Demo and, NEW THIS YEAR, Hardscape Live! will feature two one-hour hardscape presentations daily.



GROW THE GARDEN CENTER: \$599 shared (\$399 w/ materials donation)

Join Northern Green in bringing Garden Center growth to the forefront with this new Main Floor Element featuring merchandising, houseplants and containers!



Inspire Industry Excellence



GREEN INDUSTRY AWARDS CELEBRATION: \$1,000 shared

Join the celebration to honor MNLA & MTGF awardees following Tuesday's Trade Show Preview Party. The Celebration is held in the Innovation & Inspiration Theater on the show floor.

Sponsor Benefits: Company logo on all printed event items including invitation and program, recognition in event publicity, and sponsor recognition at the event. Plus, Receive 10 drink tickets to share with your customers.

Note: This sponsorship can be paired with a Landscape Awards Program Sponsorship at a discounted rate. See page 12 or call for details.

Solidify Your Brand/Message

Maximize your booth presence and enhance your brand.

INNOVATION AND INSPIRATION THEATER

COMMERCIAL: \$599 (max. 6)

Have your commercial air a minimum of 10x during the show on the massive Theater screen. (Up to 60 seconds). Deadline: Dec. 1.

CAMPFIRE PRODUCT PITCH: \$599 (limited availability)

For those who are simply interested in having a 30-minute demonstration time during Northern Green at the Campfire. (20 min. presentation with 10 min. Q&A). Must submit title, description, and speaker name no later than Oct. 11.

NORTHERN GREEN GIVEAWAY ITEM: \$359 per sponsor + cost of the item

Build your brand—put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens—or daily giveaways (i.e. stress balls, notebooks, anything creative and fun!).

NORTHERN GREEN DÉCOR: \$349

Various 50-square-foot areas available for plant décor/softscape display. We furnish the space, you furnish the product and design the display. "Thank You" signage provided.

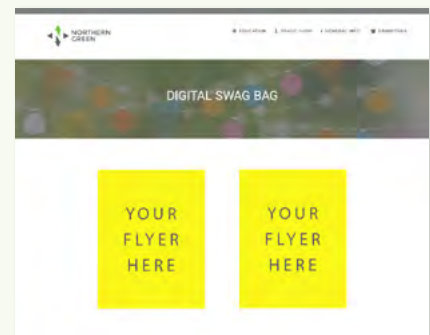
Northern Green Advertising

DIGITAL SWAG BAG

Provide your best offer in our "Thanks for attending!" email the week following Northern Green. Ad will appear both in email and on the Post-Northern Green Specials landing page at NorthernGreen.org/SwagBag.

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.)

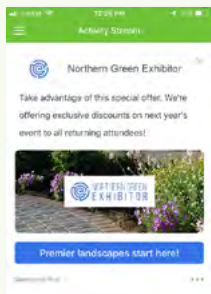
Cost: \$349 (max. 8)



Northern Green Advertising, cont.

ONLINE PACKAGE

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



2020 Stats:

- 860 app downloads
- 17,300 app sessions
- 150,000+ impressions (app + website)
- 27,500 web visits

Timing:

Website: Oct. 2020–Feb. 2021

App: Nov. 2020–Feb. 2021

Specs:

Web Ad Dimensions: 600w x 100h pixels

App Post:

Artwork Dimensions: 580w x 256h pixels

Caption: 140 characters (including spaces)

Call to Action: 30 characters (including spaces)

URL: any length

Cost: \$499

Deadline: For maximum visibility, contact us by Sept. 18. Ad commitments beyond that date will be placed as soon as possible.

ADVANCE PROGRAM

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



Deadline: October 9, 2020

Estimated Circulation: 8,600+
(Print 6,000/Online 2,600+)

Date of Publication: Dec. 2020

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—\$369

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.)

NORTHERN GREEN E-MAIL CAMPAIGN

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

NEW THIS YEAR: Bonus morning emails Tuesday, Wednesday and Thursday of Northern Green. Be visible when attendees are engaged with the event!

Deadline: August 28, 2020 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

Circulation: 7,100

Average open rate: 31%

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

Dimensions: 600w x 100h pixels

Cost: \$999

ONSITE PROGRAM BOOKLET

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



Deadline:

November 2, 2020

Estimated Circulation: 2,000

Timing of Publication: Onsite at Northern Green 2021

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



Reservation Forms



MNLA 2021 Directory Advertising Insertion Order (reference current rate card)

Your MNLA Ad Sales Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com
Complete and return to 763-322-5011 fax / betsy@pierreproductions.com

Advertiser: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Telephone: _____ Email: _____

Check here if you are a MNLA Business Member - Receive a 5% discount on rates.

Preferred Positions – See rate card for dimensions

<input type="checkbox"/> Outside Back Cover	\$1,375	<input type="checkbox"/> Opposite Inside Front Cover	\$1,320
<input type="checkbox"/> Center Spread	\$1,375	<input type="checkbox"/> Inside Back Cover	\$ 999
<input type="checkbox"/> Inside Front Cover	\$1,320		
<input type="checkbox"/> Opposite Section Lead-In	\$999 (Check section choice below)		
<input type="checkbox"/> Index of Products & Services	<input type="checkbox"/> Industry Contacts & MNLA Cmtes	<input type="checkbox"/> Members Plus	

Other Options – See rate card for dimensions

<input type="checkbox"/> Full Page	\$775	<input type="checkbox"/> 1/3 Page Vertical	\$619
<input type="checkbox"/> 2/3 Page	\$729	<input type="checkbox"/> 1/3 Page Square	\$619
<input type="checkbox"/> 1/2 Page Horizontal	\$679	<input type="checkbox"/> Quarter Page	\$559
<input type="checkbox"/> 1/2 Page Vertical	\$679		

Assign a specific location for your ad (MNLA will do its best to accommodate your request).

Request a specific, non-cover location (Add \$159). Location: _____

Other ad details:

1. Advertisers may choose which section they wish their ad to appear. **Please check your choice (if no choice is provided, your ad will be placed within the Index of Products/Services):**

Index of Products & Services Industry Contacts & MNLA Cmtes Members Plus

2. Advertisers may have their company name listed under specialty areas in the Index of Products/Services.

Please check up to two (Additional categories \$50 per):

<input type="checkbox"/> Equipment & Vehicles	<input type="checkbox"/> Herbaceous Plants
<input type="checkbox"/> Growing Supplies for Nursery & Greenhouses	<input type="checkbox"/> Retail & Landscape Products
<input type="checkbox"/> Hardscapes	<input type="checkbox"/> Services
<input type="checkbox"/> Woody Plants	<input type="checkbox"/> Turf Products, Sod, Irrigation

3. Advertisers will have a listing included in the Members Plus section of the directory. We will use your listing from the 2021 Northern Green. **Please let us know if you prefer we NOT use this listing.**

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

Authorized 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.



The Scoop Advertising Insertion Order (reference current rate card)

Your MNL A Ad Sales Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax / betsy@pierreproductions.com

Advertiser Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

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

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

Preferred Placement: _____

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:	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____
<i>Ad deadline is the</i>	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
<i>20th of every month</i>	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____
<i>approx 6 wks prior to</i>	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____
<i>publication.</i>			

Categorical listing in Index of Products & Services (Available to 6x and 12x Scoop Advertisers. To be printed in the March and in the August Scoops. Deadlines apply.)

Please check up to two categories you would like your company name listed under. (Additional categories \$50 per):

- | | |
|--|--------------------------------------|
| _____ Equipment & Vehicles | _____ Retail & Landscape Products |
| _____ Growing Supplies for Nursery & Greenhouses | _____ Services |
| _____ Hardscapes | _____ Turf Products, Sod, Irrigation |
| _____ Herbaceous Plants | _____ Woody Plants |

of categories over two _____ x \$50 per = \$ _____
(To be charged at the time of the next index or at time of prepayment for entire order.)

Authorized Advertiser 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.



MNLA Digital Advertising Order

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

Your MNLA Ad Sales Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

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: <i>(Reference rate card for deadlines)</i>	_____ January 20 _____	_____ May 20 _____	_____ September 20 _____
	_____ February 20 _____	_____ June 20 _____	_____ October 20 _____
	_____ March 20 _____	_____ July 20 _____	_____ November 20 _____
	_____ April 20 _____	_____ August 20 _____	_____ December 20 _____

Authorized 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.



MNLA Advertising Packages Order

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

Your MNLA Ad Sales Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

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 MNLA 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 MNLA:

_____ Week 1 _____ Week 2 _____ Week 3 _____ Week 4

Additional Notes: _____

Authorized Advertiser Signature

Date

Payment: If you prefer to pay by credit card, please supply information

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: 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.*
- *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.*



MNLA Education Sponsorship Reservation Form

Please reserve the following sponsorship - (reference current rate card)

Your MNLA Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

MNLA Education - check the box of your sponsorship choice:

- Business Driver* \$ 1,499
- Education Supporter * \$ 999
- Targeted Seminar / Tour / Webinar Marketing* \$ 999
- Ala Carte Seminar Sponsorship** \$ _____

**Seminar Name: _____

Additional Notes:

*See Marketing Prospectus for list of benefits

**Ala Carte seminar sponsors receive table top display space or chance to address the attendees for a period of 5 min. (max), one registration to event (not applicable for certification/testing), the ability to provide one promo item for distribution to attendees at check in and a post attendee mail list for 1x use.

Authorized Signature

Date

Payment: If you prefer to pay by credit card, please supply information

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.



MNLA Networking Function Sponsorship Reservation Form

Please reserve the following sponsorship - (reference current rate card)

Your MNLA Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Company Name: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Telephone & Fax: _____

Email: _____

Event to be sponsored: _____

Date(s) of Event: _____

Sponsorship Cost: _____

To help us fulfill sponsor benefits

- Please email a high resolution file of your logo (see below for email)
- Please supply the URL you would like your logo linked to online*

*If no URL is supplied...there will be no link.

Authorized Signature

Date

Payment: If you prefer to pay by credit card, please supply information

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.



2021 Sponsor Reservation MNLA Landscape Awards Program & Green Industry Award Celebration at Northern Green

Please reserve the following sponsorship - (reference current rate card)

Your MNLA Contact: Betsy Pierre, Sales Manager – 763-295-5420 /

betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Company Name: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Telephone & Fax: _____

Email: _____

MNLA Landscape Awards Program Benefits* Investment - \$1,000

- Recognition in The Scoop with program promotions.
- Recognition in one issue of MNLA eNews, MNLA’s electronic newsletter.
- Company logo and live link on the application page of www.MNLA.biz.
- Company logo and small cocktail table at the Landscape Awards Display at Northern Green.
- Company logo on each Landscape Awards project poster.

Green Industry Awards Celebration at the Northern Green* Investment - \$1,000

- Company logo on all printed Event items including invitation and program.
- Recognition in event publicity.
- Recognition at the event from the master of ceremonies and on screen.
- 10 drink tickets to share with your customers.

Yes, please sign us up as supporter (check choice) *Deadlines apply for all above benefits

- _____ MNLA Landscape Awards Program - \$1,000
 _____ MNLA/MTGF Awards Event (at the Northern Green) - \$1,000
 _____ Support BOTH of the above and save \$500 - \$1,500

Authorized Signature

Date

Payment: Payment is due 11/30/20. An invoice will be sent. If you prefer, you may choose to pay by credit card.

Check here to delay charge until November 2020 _____ (If not checked, charge will be run at time of order receipt.)

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.

MNLA Foundation Sponsorship Opportunities 2020

The MNLA Foundation Widmer Tournament and Shootout fundraisers are super fun! Be seen as a leader in the industry, supporting industry research and education.

Widmer Golf Tournament

Wednesday, July 22, 2020
Majestic Oaks Golf Club
Ham Lake, MN
8:00 A.M. Shotgun Start
Scramble format
Sponsor deadline: July 15, 2020

MNLA Shootout

Tuesday, September 22, 2020
Game Unlimited Gun Club
Hudson, WI
9:30 A.M. Games
12:30 P.M. Shotgun Start
Sponsor deadline:
September 15, 2020

Sponsorships include one ticket to attend awards and food and beverage functions. You are invited to attend and showcase your organization and network with attendees.

**Golf and Shootout registration is separate.

SAVE TIME! Consider sponsoring both fundraisers TODAY!

Questions? Contact Faith Jensen, Advertising Sales Representative, Phone: 952-934-2981
Email: faith@pierreproductions.com
Or FAX FORM 952-241-9217

WIDMER SPONSORSHIP OPTIONS	Investment	Sign me Up!
Hole (18 available)	\$300	
- Specify Hole + \$100	\$400	
Prize for Champion Team	\$550	
Prize for 2nd Place Team	\$450	
Prize for Last Place Team	\$450	
Contest Hole (Closest to the Pin - Par 3)	\$450	
Contest Hole (Hit the Keg)	\$450	
Contest Hole (Longest Drive)	\$450	
Contest Hole (Longest Putt)	\$450	
Breakfast & Mega Putt Kickoff - Shared	\$300	
Breakfast & Mega Putt Kickoff - Exclusive	\$750	
Super Ticket Cash Prize Drawing - Shared	\$250	
Drink Ticket & Beverage Cart	\$550	
Golf Carts	\$550	
Hand Sanitizer*	\$150	
Golf Balls*	\$150	
Golf Tee Bag*	\$150	
Box Luncheon - Shared	\$300	
Box Luncheon - Exclusive	\$1,000	
AM Bloody Mary/Juice Bar (up to 100 drinks) - Shared	\$250	
AM Bloody Mary/Juice Bar (up to 100 drinks) - Exclusive	\$500	
<input type="checkbox"/> I can donate a raffle prize. Item: _____ Value \$ _____		

*In addition to sponsor fee, the sponsor supplies the item.

SHOOTOUT SPONSORSHIP OPTIONS	Investment	Sign me Up!
Station Sponsor (17 available)*	\$300	
- Specify Station + \$100	\$400	
Prize for Champion Team	\$375	
Prize for Champion Individual	\$250	
Happy Hour & Awards - Shared	\$400	
Happy Hour & Awards - Exclusive	\$1,000	
Lunch Sponsor	\$1,000	
Super Ticket Cash Prize Drawing - Shared	\$250	
Special Game Sponsor (4-5 games available)	\$250/per	
Refreshments on Course - Shared	\$325	

*Stations may double up depending on course.

Contact Name: _____

(*REQUIRED) Representative attending:

Company Name: _____

Name: _____

Address: _____

E-mail: _____

City, State, Zip: _____

Authorized Signature:

Phone: _____

Thank you! We will send you an invoice.

E-mail: _____





MNLA Government Affairs Sponsorship Reservation Form

Please reserve the following sponsorship - (reference current rate card)

Your MNLA Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Company Name: _____

Contact Person: _____

Address: _____

City, State, ZIP: _____

Telephone & Fax: _____

Email: _____

Please check choice:

Grow Results Package (Year _____) - \$999 (includes below three options)

OR

Ala carte options (may be combined into the Grow Results Package by checking the above option instead)

MNLA Legislative Action Center at Northern Green (Year _____) - \$399

Day on the Hill (Year _____) - \$399

End of Session Celebration (Year _____) - \$399

To help us fulfill sponsor benefits

- Please email a high resolution file of your logo (see below for email)
- Please supply the URL you would like your logo linked to online*

*If no URL is supplied...there will be no link.

Authorized Signature

Date

Payment: If you prefer to pay by credit card, please supply information

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.



MNLA Sponsorship Packages Order

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

Your MNLA Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Sponsor Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Fax:** _____ **Email:** _____

Sponsorship Package: _____

Package Fee*: \$ _____

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

Month/Year for package to begin: _____

Additional Notes: _____

Authorized Signature

Date

Payment: If you prefer to pay by credit card, please supply information

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.



2021 Northern Green Package & Marketing Opportunity Order

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

Your Northern Green Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Company Name: _____

Contact Person: _____ Title: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

2021 Northern Green (please reference the 2021 MNLA & Northern Green Marketing Prospectus)

Marketing Package Name:

Fee: (payable by 11/30/20) \$ _____

Marketing Opportunity Name:

Fee: (payable by 11/30/20) \$ _____

Trivia Trail Question: (If participating in Trivia Trail, please provide a trivia question about your company, product(s) or service(s) to be included on the Trivia Trail card.)

Authorized Signature Date

Payment: Payment is due 11/30/20. An invoice will be sent. If you prefer, you may choose to pay by credit card.
Check here to delay charge until November 2020 (If not checked, charge will be run at time of order receipt.)

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.



2021 Northern Green Advertising Insertion Order

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

Your Northern Green Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com

Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

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

Online Package – For maximum visibility reserve by 9/18/20 - beyond this date ads will be placed ASAP

Hotlinked Ad – \$499

E-Mail Campaign - For maximum visibility reserve by 8/28/20 - beyond this date ads will be placed ASAP

Hotlinked Ad - \$999

Advance Program (full color) – Deadline 10/9/20

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 11/2/20

Outside Back Tile – \$1,199

Inside Full Tile – \$999

Authorized Signature _____ Date _____

Your Northern Green Ad Sales Contact -
Betsy Pierre, Sales Manger - 763-295-5420 / betsy@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)

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.

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: For Advance Program to - Amy Bjellos – amy@pierreproductions.com / 612-810-7048.

For all other advertising to – Betsy Pierre, Sales Manager – betsy@pierreproductions.com / 763-295-5420

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), Northern Green*
- *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.*
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- *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.*