

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



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 Name: _____

Contact Person: _____ **Title:** _____

Billing Address: _____

Phone: _____ **Email:** _____

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

Preferred Positions

<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

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

3. Advertisers will have a listing included in the Members Plus section of the directory. We will use your listing from the 2020 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.

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

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.*