

# 2024/2025 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:** 1,400

- Mailed with the April Scoop.
- Also distributed at various points throughout the year, via new member packets and at Northern Green.
- Link to digital version of the Directory shared in email launching the publication.
- Link included in monthly MNLA eNews and available on MNLA.biz.

**Deadline:** February 2, 2024

**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 – full color**

Outside Back Cover	\$1,449
Center Spread	\$1,449
Inside Front Cover	\$1,389
Opposite Inside Front Cover	\$1,389
Opposite Section Lead-In	\$1,049
Inside Back Cover	\$999
Page 5, 6, 7, 8 or 9	\$999

*ALL ADS ABOVE ARE FULL PAGE ONLY*

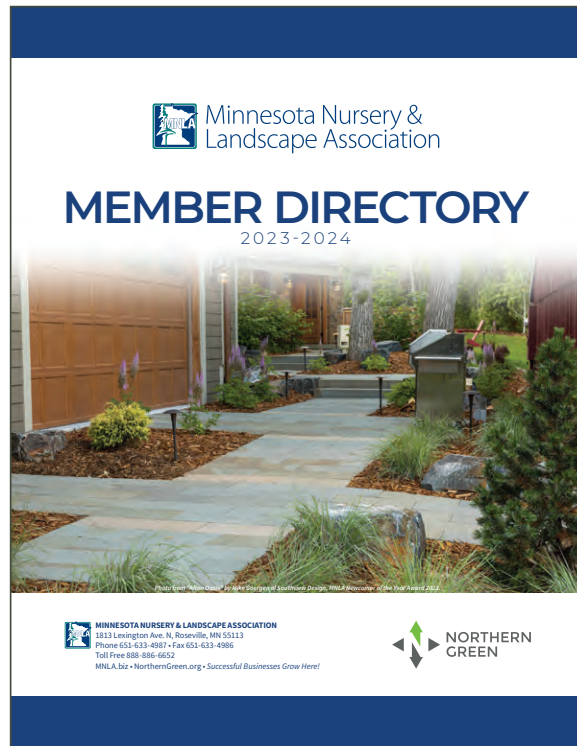
Full Page	\$819
Half Page	\$709
Quarter Page	\$579
Assigned location, add	\$169

## **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"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/4 Page	3-1/2" x 5"

\*Bleeds: Bleeds allowed on full page and center spread ads only. Allow no less than 1/8" for bleed; keep live copy no less than 3/8" inside trim size. Include crop marks set at least 1/8" outside trim.

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 three 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

*Additional categories: \$50/per category*



Minnesota Nursery &  
Landscape Association

**Your MNLA Marketing Contact:**  
Betsy Pierre, Sales Manager • 763-295-5420 • [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)



## MNLA 2024 Directory Advertising Insertion Order (reference current rate card)

Your MNLA Ad Sales Contact:

Betsy Pierre, Sales Manager – 763-295-5420 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

Complete and return to 763-322-5011 fax / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)

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

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

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

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

\_\_\_\_\_ Check here if you are a MNLA Member - Receive a 5% discount on rates\*

### Preferred Positions

_____ Outside Back Cover	\$1,449	_____ Opposite Inside Front Cover	\$1,389
_____ Center Spread	\$1,449	_____ Inside Back Cover	\$ 999
_____ Inside Front Cover	\$1,389		
_____ Opposite Section Lead-In	\$1,049 (Check section choice below)		
_____ Green Industry Contacts	_____ Index of Products & Services	_____ Members Plus	
_____ Preferred Page	\$ 999 (Check page choice below)		
_____ Page 5 / _____ Page 6 / _____ Page 7 / _____ Page 8 / _____ Page 9			

### Other Options

_____ Full Page	\$819	_____ 1/2 Page Vertical	\$709
_____ 1/2 Page Horizontal	\$709	_____ Quarter Page	\$579

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

\_\_\_\_\_ Request a specific, non-cover location (Add \$169). 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):**

\_\_\_\_\_ Green Industry Contacts \_\_\_\_\_ Index of Products & Services \_\_\_\_\_ Members Plus

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

### **Please check up to three (Additional categories \$50 per):**

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

3. Advertisers will have a listing included in the Members Plus section of the directory. We will use your listing from the 2024 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.*