

The Scoop

MNLA's official monthly magazine reaching 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



2023/2024 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	\$1,319	\$1,169	\$1,059
Back Cover	\$1,139	\$969	\$769
Inside Front or Back	\$1,139	\$969	\$769
Opposite Inside Front	\$1,139	\$969	\$769
Page 4, 7 or 11	\$839	\$749	\$679
Full	\$759	\$669	\$629
1/2 page	\$629	\$559	\$499
1/4 page	\$469	\$409	\$369
Assigned Location	+\$99	+\$89	+\$79
Advertorial (See Advertorial Guidelines)	\$1,269	N/A	N/A
Mailing Insert	\$699	N/A	N/A
Scoop Online	\$539	\$479	\$419
Hotlink from ad from Scoop Online	\$25	\$25	\$25

DID YOU KNOW?

We offer a 5% discount for MNLA members, and another 5% discount for full payment with order.

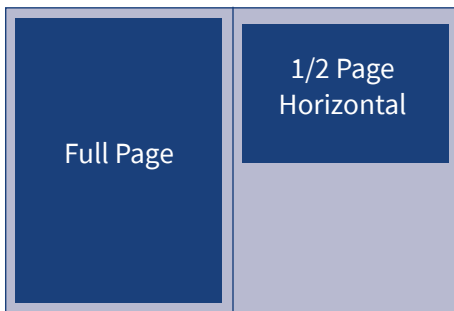


SIZES AVAILABLE

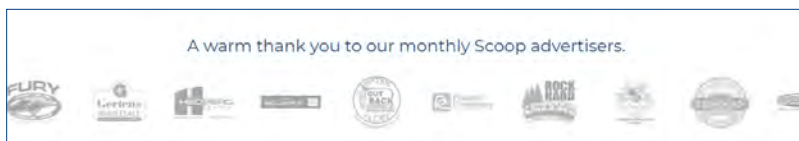
Dimensions (width x height)

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"
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"
Scoop Online	300 x 600 pixels

*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.



12x advertisers receive hotlinked logo recognition on the home page at MNLA.biz during the months they run their Scoop ad.



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. Quantity needed by the 15th of the month prior.

**Inserts not available for the January, May, July or November issue.*

Deadline:

Space & Advertorial Content - The 15th of each month* (i.e. Nov 15 for January issue)

Art - The 25th of each month* (i.e. Nov 25 for January issue)

**for the issue approx. 6 weeks ahead*

Press-quality PDF preferred, built from high resolution graphics, embedded fonts, and separating CMYK.

Circulation: Approximately 1,000.
(Bonus digital distribution 2,150+ via email)

Ad creation: Call for quote.

Scoop Online: An e-version of The Scoop is sent monthly to over 2,150 with a 37% open rate. Scoop Online advertisers get an ad in the announcement email** and on the online landing page.

***Hotlinked*



Minnesota Nursery &
Landscape Association

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

Scoop Advertorial Guidelines

- An Advertorial is not an ad placement. The copy should not read like a brochure for your company. It is intended to be informational and/or educational on subject matter that is of interest to the audience. 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.



Boulders make a fantastic visual statement and serve a variety of great landscaping functions. Their aesthetic appeal and incredible durability make them a natural choice for many landscaping projects.

Boulders are a popular option for retaining walls for a few main reasons. One important reason is the longevity of the product. You can rest assured that a boulder wall will remain in place for generations to come. They are incredibly strong building materials that are resistant to degradation over time. The other main reason is that they provide a gorgeous natural look to your property. Each boulder is unique in its look and shape. Boulder retaining walls have a classic feel, as if your feature was stumbled upon during a nature hike.

Retaining Walls
Boulders are a popular option for retaining walls for a few main reasons. One important reason is the longevity of the product. You can rest assured that a boulder wall will remain in place for generations to come. They are incredibly strong building materials that are resistant to degradation over time. The other main reason is that they provide a gorgeous natural look to your property. Each boulder is unique in its look and shape. Boulder retaining walls have a classic feel, as if your feature was stumbled upon during a nature hike.



Outcroppings
Outcroppings are large, rugged boulders that are often found in nature. They are a natural part of the landscape and can be used in landscaping to create a sense of drama and interest. They are also a great way to add texture and depth to your landscape design.

functionality of the chosen trees and surfaces that make for easier landscape design and building. Outcroppings can also be used in landscape design to create a sense of drama and interest. They are also a great way to add texture and depth to your landscape design.

Shoreline Restoration
Boulders are a fantastic and versatile option for shoreline applications. Maintaining a healthy shoreline can be essential as coastal areas have to be made for erosion and water runoff to ensure healthy water systems. Boulders are a great option because they are a natural product and can withstand harsh conditions like ice having heavy rain and pounding waves. They also typically meet codes and regulations surrounding lakes and waterways. The other fantastic thing about using boulders for shoreline restoration is how beautifully pleasing they are!

Monument Stones
Boulders make an attention-grabbing statement when used for applications of providing signage or information. Whether it be welcoming you into a neighborhood development or telling you the way and leading at every fork of your favorite golf course, monument stones provide a regal and classy look. If you want an element that conveys timeliness and dependability, the monument stone is a fantastic option.



relationships with some of the most product rich quarries in the state, in addition to working with rural farms to remove and utilize their Feldmans. The ability to be able to specifically obtain sizes for your particular needs is important because you don't end up with loads that are partially unusable because they don't fit your application.

Another thing to be considered when using boulders is to make sure they can be delivered with high quality equipment like a clam truck. With their size the mechanism, clam trucks can deliver boulders in tighter spots than dump trucks and are also able to limit the amount of debris that comes in the delivery load. Even more important is that there can be significantly less damage to your property with clam delivery. Locally, CS Stone has multiple clam trucks and skilled operators that ensure quality delivery!

Boulders are an excellent way to design a truly customized outdoor space. From creating a sense of drama and interest to adding dimension and functionality—there's no limit to what you can achieve!



COMMUNITY THE GREENHOUSE COMMUNITY RESPONSE TO GERTENS FIRE

In the growing industry, a greenhouse fire is the monster hiding under your bed while you sleep. These creatures lurk in the shadows and jump out when you least expect it. It is one of those things you hear about but never think will happen to you.

— Bob Gerten



On a cold Minnesota Sunday evening, January 17, 2021, one of three fires broke out in a growing range at Gertens Greenhouse & Garden Center. That same evening, a fire broke out in another fire incident earlier that evening. He notified the fire department before any smoke detectors went off, saving precious response time. Coincidentally, Lew Gerten was already on his way to the greenhouse to do a normal walk through to prepare for the large upcoming production work when the fire department alerted him of the incident. At that time, Lew got to work with his son Bob and a number of staff members to make their way to the greenhouse. Upon arriving, Lew and Bob guided the firefighters in towards the fire, so they could begin their work. The fire started near the greenhouse production area where the pine bark

is stored. Here, in the ground house, we stage soil components to be mixed into various soil recipes for our large spring planting campaign that kicks off in January. The pine generally has to be stored inside to prevent it from being completely frozen when we need to plant. Over time, this pile had accumulated enough heat to ignite the plywood and plastic poly wall nearby. Due to the quick response of firefighters, first responders, and employees, less than 2% of our growing space was affected (roughly 14,000 square feet). Fortunately for our season, almost no plant material was destroyed.

We are also blessed to be a part of the close-knit greenhouse community whose response has been overwhelmingly supportive. The coming together of our greenhouse community really shines a spotlight on the generosity, care and concern for each other, especially in times of hardship.

One of the definitions of "community" is a unified body. That was and remains clearly in place within this "growing community." While we have our own businesses, we remain friendly competitors, each strengthening the value of being outside, growing flowers, planting trees, growing vegetables, creating natural spaces. Our business brings beauty and bounty to our local communities in multiple ways. 2020 was a prime example with so many coming to understand the value of being outside, growing flowers, planting trees, growing vegetables, creating natural spaces. That value expands what we see, including what we feel. Reducing stress, lowering depression and anxiety and, in fact, raising our happiness quotient. In addition, there is the impact on our physical bodies, our climate, and our natural environment. The greenhouse community provides the materials for our communities to effect change. One plant at a time.

We cannot overstate that no one was hurt and for the response from our firefighters, police, employees, and the kindness of our greenhouse community. Because of that teamwork, what could have been a devastating loss, was not. We are strengthened, we are resilient.

© If you have any questions or would like to discuss the content of this advertorial, feel free to reach out to us today! Gertens Wholesale & Professional Turf Supply at info@gertens.com, or via [763-295-5420](tel:763-295-5420). www.GertensWholesale.com





The Scoop 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:** _____

The Scoop

Please check here ☐ if a member of MNLA (mbrs receive a 5% discount)*

Size: _____	# of Insertions: _____	Base Rate*: \$ _____	per Insertion
		Less Mbr Disc*: \$ _____	per Insertion
		Per Insertion Cost*: \$ _____	per Insertion

***Hotlink ad from Scoop Online: ☐ Yes (if yes, add \$25 to above Per Insertion Cost ***

Issues to run:

Ad deadline is the
20th of every month
approx 6 wks prior to
publication.

<input type="checkbox"/> January	20 _____	<input type="checkbox"/> May	20 _____	<input type="checkbox"/> September	20 _____
<input type="checkbox"/> February	20 _____	<input type="checkbox"/> June	20 _____	<input type="checkbox"/> October	20 _____
<input type="checkbox"/> March	20 _____	<input type="checkbox"/> July	20 _____	<input type="checkbox"/> November	20 _____
<input type="checkbox"/> April	20 _____	<input type="checkbox"/> August	20 _____	<input type="checkbox"/> December	20 _____

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

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.

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.*