



Advertising Insertion Order

Promote your business to an average of 820 nursery and landscape professionals monthly! Think about the visibility your company will receive. Advertising is available on the homepage or on targeted pages throughout WSNLA.ORG.

Firm Name _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Contact Person _____ Email _____

Authorized by _____ / _____
(please print name)

Rates

| AD LOCATION | PER 6 MONTHS | PER YEAR |
|---------------|--------------|----------|
| INSIDE SELECT | \$220.00 | \$400.00 |
| HOMEPAGE | \$290.00 | \$525.00 |

Please check consecutive monthly schedule:

- January February March April
 May June July August
 September October November December

Billing Information

First time advertisers must include payments.
 Accounts are payable upon receipt of invoice.
 Annually
 Bi Annually

Advertising Instructions

Ad location: Location will be determined by WSNLA and advertiser.

Enhanced Business Listing: Enhance your online member listing with a brief description of your business. Log on to your online account to highlight your services, promote special events and niche markets, or feature new varieties and promotions.

Production Details: Homepage ad size: 270 x 130 pixels.
 Inside page size: 230 x 130 pixels. Ads must be provided in a gif or jpg format. Need assistance? Contact WSNLA at (800) 672-7711.

Deadline: Materials must be in the WSNLA office by the 10th of each month prior to the month your ad will be featured.

Advertising Insertion Order

Promote your business, products and plants to the Washington nursery and landscape industry! Our popular monthly magazine offers timely, practical and thought-provoking information about WSNLA and our industry. You may advertise on a monthly or long-term basis. This publication is distributed in a printed and electronic flip-format. Circulation: 2000+.

Ad Rates

| | Member | Non-Member |
|--|--------|------------|
| <input type="checkbox"/> Full Page (7.5" x 10" high) | \$485 | \$560 |
| <input type="checkbox"/> 2/3 page (5" x 10" high) | \$350 | \$420 |
| <input type="checkbox"/> 1/2 Horizontal (7.5" x 5" high) | \$310 | \$350 |
| <input type="checkbox"/> 1/2 Vertical (5" x 7.5" high) | \$310 | \$350 |
| <input type="checkbox"/> 1/3 Horizontal (5" x 4.9" high) | \$240 | \$285 |
| <input type="checkbox"/> 1/3 Vertical (2.4" x 10" high) | \$240 | \$285 |
| <input type="checkbox"/> 1/6 Horizontal (5" x 2.4" high) | \$155 | \$175 |
| <input type="checkbox"/> 1/6 Vertical (2.4" x 5" high) | \$155 | \$175 |
| <input type="checkbox"/> 1/12 page (2.4 x 2.5" high) | \$ 87 | \$ 97 |

- Included in WSNLA Marketplace section

Special Placement (Includes color)

| | Member | Non-Member |
|---|--------|------------|
| <input type="checkbox"/> Inside Cover (7.5" x 10" high) | \$ 590 | \$ 700 |
| <input type="checkbox"/> Outside Cover (7.5" x 8.25 high) | \$ 650 | \$ 780 |

Color: Members receive spot color (editor's choice) at no additional cost. Full color: Members add \$50; Non Members add \$75.

Advertising Agency Discounts: The B&B respects advertising agency discounts on display advertising.

Frequency Discounts: 6% for 12x insertion, 4% for 6x insertion. Members receive special placement (editor's choice) with 12x frequency. Advertiser's with 12x frequency receive 1 month color at no additional cost

Terms of Billing: First time advertisers must include 1st payment with advertising order. Accounts are payable upon receipt of invoice or statement.

* **Electronic flip-format provides hot link to each advertiser's website.**

Deadline

Display Ad insertion orders and materials must be in the WSNLA office by the 1st of each month prior to publication.

Digital Files: Ad should be supplied as tif or pdf files, and submitted on a CD ROM, Zip Disk, or emailed to breanne@wsnla.org.

Need assistance in creating a personalized ad?

- Contact Breanne at WSNLA (800) 672-7711 and provide:
- A brief written description or drawing of your concept.
 - Business card
 - Clearly written or typed text.
 - Digital file of your logo.

Classified Ads

\$25 for first 10 words, 20 cents per additional word. Limit of 300 words. Featured in magazine, WSNLA.ORG and monthly eNewsletter.

Advertising Agreement

The attached Advertising Agreement must be signed and on file in the WSNLA office prior to any advertisement being printed. Publisher reserves the right to reject any advertisement that is offensive or misleading.

Advertising Agreement

Firm Name _____ Phone _____

Agency Name _____ Phone _____

Billing Address _____

City _____ State _____ Zip Code _____

Email _____ Fax _____

Signature _____ Website: _____

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

TERMS OF AGREEMENT: Client agrees to meet frequency requirements. If minimum insertion frequency agreed to in this Contract is not met, WSNLA will adjust the rate billed for all advertisements at the discount rate obtained. Client will be responsible for paying any balance due at the adjusted rate. All accounts must be current before the following issue runs. Cancellations or ad changes must be made before ad deadline or the same ad will continue to run. The deadline for all new ad materials is the 1st of the month prior to the publication.

Advertising Insertion Order

Firm Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Fax () _____
 Contact Person _____ Email _____
 Authorized by _____ / _____
(please print name)

DIRECTORY ADVERTISING RATES

| SPECIAL PLACEMENT (10" x 7.5"wide) | Member | Non-Member |
|---|--------|------------|
| <input type="checkbox"/> Full Page — Outside Back Cover * | \$1085 | \$1250 |
| <input type="checkbox"/> Full Page — Inside Back Cover * | \$935 | \$1055 |
| <input type="checkbox"/> Full Page — Inside Front Cover * | \$935 | \$1055 |
| <input type="checkbox"/> Full Page — Divider - Located on select "Section Start Page" | | |
| <input type="checkbox"/> Four Color | \$785 | \$885 |
| <input type="checkbox"/> Black & White | \$500 | \$650 |

REGULAR INSIDE PAGES

| | | |
|--|-------|-------|
| <input type="checkbox"/> Full Page: 10" X 7.5" wide | \$475 | \$575 |
| <input type="checkbox"/> 3/4 Page 7" X 7.5"wide | \$325 | \$425 |
| <input type="checkbox"/> 1/2 Page Black & White: 5.5" X 7.5"wide | \$225 | \$300 |
| <input type="checkbox"/> 1/3 Page Black & White: 11" X 2.5" wide | \$185 | \$225 |
| <input type="checkbox"/> 1/4 Page Black & White | \$165 | \$200 |
| <input type="checkbox"/> 1/4 Horizontal: 2.5" X 5"wide | | |
| <input type="checkbox"/> 1/4 Vertical: 5" X 2.5" wide | | |

Free Buyer's Guide Listings: All members receive 1 free buyer's guide listing! Display advertisers receive free listings in the WSNLA Buyer's Guide. For ads 1/2 page or larger, you receive four free listings. Ads smaller than 1/2 page will receive two free listings. Complete the Buyer's Guide form to have your listings included.

Do You Have Buyer's Guide Listings? Be sure your listings are included on the online WSNLA buyer's guide! Check the box on the buyer's guide listing form.

Billing Information

First time advertisers must include payment.

Accounts are payable upon receipt of invoice.

- Check enclosed for \$ _____
 Bill me after October 2014

ADVERTISING INSTRUCTIONS

Returning Advertisers:

To help us prepare the next edition, please indicate changes, corrections or cancellations and return this form immediately.

- Repeat last year's ad
 Repeat Ad w/corrections
 Ad Change: \$25 +

Please contact WSNLA office for details.

- New ad/corrections enclosed
 New ad/corrections to arrive by October 1
 Divider ads/corrections due October 1
 Cancel

New Advertisers:

WSNLA will recognize a 15% agency discount.

Digital Files: Ad should be supplied as tif, eps, or pdf files, and submitted on a CD ROM, Zip Disk, or emailed to breanne@wsnla.org. Any ad supplied as an eps must convert all type to outlines.

Need assistance in creating a personalized ad?

Contact Breanne at WSNLA (800) 672-7711 and provide:

- clearly written or typed text.
 Digital file of logo.
 Or, just send a business card!

Policy on Prime Pages: Advertisers may contact the WSNLA office regarding these spaces and will be informed of any vacancies.

No cancellations after September 8

DEADLINE TO SUBMIT ADS - September 8

WSNLA 34400 Pacific Hwy S, Suite 2 Federal Way, WA 98003 800-672-7711 Fax: 253-661-6058



WSNLA
PROseries

WSNLA PROseries Sponsor

Washington State Nursery & Landscape Association is dedicated to supporting professional development through ongoing WSNLA PROseries classes held throughout the year.

You are invited to join the WSNLA Scholarship & Research Charitable Fund as a proud sponsor of the WSNLA PROseries. We invite you to join in supporting the professional development of your colleagues, clients, customers, employees and friends by sponsoring this dynamic industry education program.

Sponsorship fee: \$300

Sponsorship Benefits:

- * Sponsor acknowledgment and signage at your selected WSNLA PROseries class. With an opportunity to present or distribute materials.
- * Sponsor acknowledgement on all WSNLA PROseries seminar marketing materials for selected class.
- * Sponsor acknowledgement on the WSNLA facebook page.
- * Sponsor acknowledgement in the B&B magazine.
- * Sponsor acknowledgement on WSNLA.ORG registration page for selected PROseries class.

Past WSNLA Education Has Included:

- * Plants on Trial
- * Disease & pest management
- * IPM for Fruit Trees
- * Social Media 101
- * Permaculture Design
- * Bugs & Blights
- * Pruning
- * Plant Identification
- * Pesticide Recertification
- * Irrigation
- * Marketing & management
- * Stormwater management
- * Container gardening
- * Soils, Stone in the Landscape, and more.

Washington State Nursery & Landscape Association

Contact: Breanne Chavez at (800) 672-7711 or Breanne@wsnla.org.



WSNLA Landscape Design Tour Sponsor

Event Date: late June or early July

Washington State Nursery & Landscape Association is committed to serving the industry through offering professional education and practical learning opportunities. This event, which has limited space, is geared to connect with nursery and landscape professionals seeking ideas and inspiration. Your qualified customers are treated to transportation and lunch as they tour professionally designed landscapes. This annual event is always a sell out and delivers education, inspiration and fun.

This VIP industry tour includes landscapes that are not widely available to the public.

Sponsorship Investment: \$300

Participants Include:

- Landscape design, maintenance & construction professionals
- Certified Professional Horticulturists
- ecoPRO Sustainable Landscape Professionals
- Retail & wholesale nursery professionals

Sponsors will receive:

- Sponsor acknowledgement and recognition during the event
- Sponsor acknowledgement on all event promotional pieces, including event handout, email communications, and published articles to the industry.
- Sponsor recognition in B&B Magazine
- Sponsor recognition to the WSNLA facebook and twitter communities
- Sponsor recognition in the WSNLA Directory & Buyers's Guide as an industry supporter.

Please contact the Washington State Nursery & Landscape Association

Breanne Chavez, (800) 672-7711 or breanne@wsnla.org.