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.

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

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.

A warm thank you to our monthly Scoop advertisers.

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions (width x height)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-1/2” x 10”</td>
</tr>
<tr>
<td>Trim size for bleed*</td>
<td>8-1/2” x 11”</td>
</tr>
<tr>
<td>Center Spread</td>
<td>16” x 10”</td>
</tr>
<tr>
<td>Trim size for bleed*</td>
<td>17” x 11”</td>
</tr>
<tr>
<td>2/3 page Horiz.</td>
<td>4-5/8” x 10”</td>
</tr>
<tr>
<td>1/2 Page Vert.</td>
<td>3-1/2” x 10”</td>
</tr>
<tr>
<td>1/3 Page Vert.</td>
<td>2-1/4” x 10”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4-3/4” x 4-3/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.3843” x 2.1667”</td>
</tr>
<tr>
<td>Cover Sticky Note</td>
<td>2.75” x 2.75”</td>
</tr>
<tr>
<td>Trim size for bleed*</td>
<td>3” x 3”</td>
</tr>
<tr>
<td>Scoop Online</td>
<td>300 x 600 pixels</td>
</tr>
</tbody>
</table>

*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.
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 fax to 763-322-5011

Advertiser Name: ________________________________________________________________
Contact Person: __________________________________ Title: ___________________________
Billing Address: __________________________________________________________________
Phone: __________________ Fax: __________________ Email: ___________________________

The Scoop (full color) Please check here _____ if a member of MNLA (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:

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

____ January 20____
____ February 20____
____ March 20____
____ April 20____
____ May 20____
____ June 20____
____ July 20____
____ August 20____
____ September 20____
____ October 20____
____ November 20____
____ December 20____

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
____ Growing Supplies for Nursery & Greenhouses
____ Hardscapes
____ Herbaceous Plants
____ Retail & Landscape Products
____ Services
____ Turf Products, Sod, Irrigation
____ 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.
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.