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Note: Details subject to change.
Target Minnesota’s nursery and landscape industry via MNLA—a regional leader and one of the nation’s top green industry organizations!

**Membership:** Approximately 1,100 companies

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape contractor</td>
<td>36%</td>
</tr>
<tr>
<td>Landscape designer</td>
<td>29%</td>
</tr>
<tr>
<td>Hardscape contractor</td>
<td>28%</td>
</tr>
<tr>
<td>Snow plowing services</td>
<td>23%</td>
</tr>
<tr>
<td>Landscape management and/or lawn care</td>
<td>23%</td>
</tr>
<tr>
<td>Business products or services</td>
<td>19%</td>
</tr>
<tr>
<td>Irrigation contractor</td>
<td>16%</td>
</tr>
<tr>
<td>Landscape lighting</td>
<td>15%</td>
</tr>
<tr>
<td>Garden center, retail nursery or greenhouse</td>
<td>13%</td>
</tr>
<tr>
<td>Professional gardening services</td>
<td>12%</td>
</tr>
<tr>
<td>Nursery stock grower</td>
<td>10%</td>
</tr>
<tr>
<td>Landscape, nursery, greenhouse supply center</td>
<td>8%</td>
</tr>
<tr>
<td>Tree care services</td>
<td>8%</td>
</tr>
<tr>
<td>Greenhouse and/or herbaceous grower</td>
<td>8%</td>
</tr>
<tr>
<td>Hardscape supplier</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>6%</td>
</tr>
<tr>
<td>Equipment sales or rental</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Many members indicate more than one specialty*
2023/2024 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:** 1,600
- 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 3, 2023
**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**

<table>
<thead>
<tr>
<th>Section/Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1,375</td>
</tr>
<tr>
<td>Center Spread</td>
<td>$1,375</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$1,320</td>
</tr>
<tr>
<td>Opposite Inside Front Cover</td>
<td>$1,320</td>
</tr>
<tr>
<td>Opposite Section Lead-In</td>
<td>$999</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$999</td>
</tr>
</tbody>
</table>

**ALL ADS ABOVE ARE FULL PAGE ONLY**

- 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.

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
**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

### 2022/2023 FULL COLOR rates

MNLA Business Members receive a 5% discount on rates.
5% discount for full payment with order.

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center Spread</td>
<td>$1,250</td>
<td>$1,120</td>
<td>$1,009</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,080</td>
<td>$925</td>
<td>$740</td>
</tr>
<tr>
<td>Inside Front or Back</td>
<td>$1,080</td>
<td>$925</td>
<td>$740</td>
</tr>
<tr>
<td>Opposite Inside Front</td>
<td>$1,080</td>
<td>$925</td>
<td>$740</td>
</tr>
<tr>
<td>Page 4, 7 or 11</td>
<td>$795</td>
<td>$720</td>
<td>$650</td>
</tr>
<tr>
<td>Full</td>
<td>$720</td>
<td>$640</td>
<td>$600</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$650</td>
<td>$580</td>
<td>$515</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$600</td>
<td>$540</td>
<td>$485</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$519</td>
<td>$455</td>
<td>$415</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$445</td>
<td>$395</td>
<td>$355</td>
</tr>
<tr>
<td>Cover Sticky Note</td>
<td>$670</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1/12 Page (See Marketplace details)</td>
<td>$249</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Assigned Location**
- $90
- $85
- $70

**Advertorial (See Advertorial Guidelines)**
- $1,200
- N/A
- N/A

**Mailing Insert**
- $690
- N/A
- N/A

**Scoop Online**
- $509
- $459
- $409

**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.

---

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

---

**Minnesota Nursery & Landscape Association**
**SIZES AVAILABLE**

<table>
<thead>
<tr>
<th>Size</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</td>
<td>4-5/8” x10”</td>
</tr>
<tr>
<td>1/2 Page Horiz.</td>
<td>7-1/2” x 5”</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.

---

** 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.

**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

**Circulation**: Approximately 1,100.  
(Bonus digital distribution 2,200+ via email)

**Ad creation**: Call for quote.

**Scoop Online**: An e-version of The Scoop is sent monthly to approximately 2,200 with a 27% open rate. Scoop Online advertisers get an ad in the announcement email** and on the online landing page.  
**Hotlinked

---

**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).

---

12x advertisers receive 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.
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.

---

Image 1: Creative Solutions with GREEN ROOFS

Image 2: DON’T GET SNOWED IN THIS WINTER

Image 3: Why green roofs?

Image 4: Why aren’t more green roofs installed?

Image 5: Minnesota Nursery & Landscape Association
MNLA Digital Advertising

MNLA.biz

Capture attention during the site’s 40,000 annual visits!

Avg. monthly page views—11,000.

Deadline: 25th of the month prior

1. Display Ad – Appears in rotation on home page and throughout site.

Homepage: 510w x 425h pixels

Specifications: Submit artwork sized to 510w x 425h pixels (responsively shrinks to fit interior pages) as .jpg, .png or .gif (max. 3-second animation), no larger than 200KB.

Rate:
1x - $329/month | 6x - $299/month | 12x - $279/month

2. Home Page Slider Ad – Is an exclusive option that appears on the home page in rotation with other MNLA promotions.

Specifications: Include one image sized at 2000w x 900h pixels and text for a headline, a subheadline, and a button.

Photo: The focal point of the photo should be in the center, as our website shrinks and expands responsively depending on the device’s screen size. The sides of the image will always show, but the top 180 pixels and the bottom 240 pixels will sometimes be cut off (see below illustration). Note that the MNLA Member Search/Certified Pro Search bar will overlay the bottom 100 pixels with a transparent blue bar on larger screen sizes (see below illustration).

- Dimensions: 2000w x 900h pixels.
- Submit a JPEG with a file size no larger than 900KB.

Text: There are three spots for text with character limitations:

- Blue text: 70 (including spaces)
- White text: 40 (including spaces)
- Button text: 12 (including spaces)

Monthly Rate:
1x-$529
6x-$499
12x-$479
3. Featured Event Block Promote an upcoming event with a Home Page Featured Event block. Event will also be listed in the Community Calendar with BONUS logo visibility.

**Image:** 300 x 650 px without text on it. Submit art as .jpg, no larger than 200KB.

**Text:** There are three spots for text with length limitations:
- Event Title: 30 characters (including spaces)
- Event description: 90 characters (including spaces)
- Call to Action: 12 characters (including spaces)

**Rate:** $329 (4 week run)

---

**MNLA Exchange**

Make your promotion/offer/event stand out via the monthly MNLA Exchange email (distributed to approximately 3,700) and the MNLA Exchange landing page at MNLA.biz!

**Distributed:** The last week of each month.

**Deadline:** 20th of the month

**Open Rate:** Approx. 23%

**Specifications:**
Submit PDF set to 8.5"w x 11"h.
(If desired, submit additional .jpg or .png art for email/webpage at 300w x 388h pixels.)

**Rate:**
- 1x - $335/month
- 6x - $305/month
- 12x - $284/month

*Intended to promote a special, discount, offer, or job opening. (Visit careers.mnla.biz to post a job to the MNLA Career Center.)*

---

**MNLA eNews**

Nearly 3,700 industry professionals—employees and owners—receive MNLA eNews every month.

**Distributed:** Around the 10th of the month

**Deadline:** 25th of the month prior

**Open Rate:** Approx. 24%

**Banner Ad**
A hotlinked image ad

**Specifications:** Size: 600w x 100h pixels. (Submit art as .jpg, .png or .gif – no larger than 300KB.)

**Placement Options:**
- **Top of email** (limited to 1 per month):
  - 1x - $407/month
  - 6x - $366/month
  - 12x - $335/month
- **Below content** (limited to 5 per month):
  - 1x - $335/month
  - 6x - $305/month
  - 12x - $284/month

**Paid Content**
Receive:
- A title link to provided editorial.
- Content subject to approval.
- Will be posted to MNLA’s social media.
- Labeled as paid content.
- $399/month
- $359/month
- $329/month
# MNLA Advertising Packages

Below are power-packed options for the advertiser looking to get maximum value and exposure – with the efficiency of a one-time package purchase!

## Brand Stronghold

<table>
<thead>
<tr>
<th>Ads within</th>
<th>Size</th>
<th>Price</th>
<th>Frequency</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoop (hotlinked from Scoop Online)</td>
<td>Full Page</td>
<td>$625</td>
<td>12</td>
<td>$7,500.00</td>
</tr>
<tr>
<td>Scoop Content</td>
<td>Advertorial – Editorial Content Submission</td>
<td>$1,200</td>
<td>1</td>
<td>$1,200.00</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>Full Page</td>
<td>$775</td>
<td>1</td>
<td>$775.00</td>
</tr>
<tr>
<td>MNLA.biz</td>
<td>Display Ad</td>
<td>$279</td>
<td>12</td>
<td>$3,348.00</td>
</tr>
<tr>
<td>Social Media Post (Facebook or Instagram)*</td>
<td>Text + Photo</td>
<td>$279</td>
<td>12</td>
<td>$3,348.00</td>
</tr>
<tr>
<td>And choose one of the below (or mix the two to total 12x)</td>
<td>Banner Ad</td>
<td>$284</td>
<td>12</td>
<td>$3,408.00</td>
</tr>
</tbody>
</table>

**Exclusive to Brand Stronghold Package buyers.**

- Facebook - 70 words max + image (940w x 788h**)  
- Instagram - 125 characters max + image (1080w x 1080h**)

**pixels

Discounted Package Price: $11,594.70
Discounted Package Savings: $7,984.30

Discounted Member Package Price: $10,950.55
Discounted Member Package Savings: $8,628.45

## Brand Builder

<table>
<thead>
<tr>
<th>Ads within</th>
<th>Size</th>
<th>Price</th>
<th>Frequency</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoop (hotlinked from Scoop Online)</td>
<td>1/2 Page</td>
<td>$510</td>
<td>12</td>
<td>$6,120.00</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>1/2 Page</td>
<td>$679</td>
<td>1</td>
<td>$679.00</td>
</tr>
<tr>
<td>MNLA.biz</td>
<td>Display Ad</td>
<td>$279</td>
<td>12</td>
<td>$3,348.00</td>
</tr>
<tr>
<td>MNLA Exchange</td>
<td>Block</td>
<td>$284</td>
<td>12</td>
<td>$3,408.00</td>
</tr>
</tbody>
</table>

Value: $13,555.00

Discounted Package Price: $9,186.30
Discounted Package Savings: $4,368.70

Discounted Member Package Price: $8,675.95
Discounted Member Package Savings: $4,879.05

## Brand Enhancer

<table>
<thead>
<tr>
<th>Ads within</th>
<th>Size</th>
<th>Price</th>
<th>Frequency</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scoop (hotlinked from Scoop Online)</td>
<td>1/4 Page</td>
<td>$380</td>
<td>12</td>
<td>$4,560.00</td>
</tr>
<tr>
<td>Membership Directory</td>
<td>1/4 Page</td>
<td>$559</td>
<td>1</td>
<td>$559.00</td>
</tr>
<tr>
<td>MNLA.biz</td>
<td>Display Ad</td>
<td>$279</td>
<td>12</td>
<td>$3,348.00</td>
</tr>
<tr>
<td>MNLA Exchange</td>
<td>Block</td>
<td>$284</td>
<td>12</td>
<td>$3,408.00</td>
</tr>
</tbody>
</table>

Value: $11,875.00

Discounted Package Price: $7,674.30
Discounted Package Savings: $4,200.70

Discounted Member Package Price: $7,247.95
Discounted Member Package Savings: $4,627.05
## MNLA Education

<table>
<thead>
<tr>
<th>Opportunities Include*</th>
<th>Business Driver $1,499</th>
<th>Education Supporter $999</th>
<th>Seminar/Tour $999</th>
<th>Webinar/Online Class $999</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo acknowledgement via signage at all live Seminars/Tours</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement on all printed Seminar/Tour/Webinar brochures</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement on all Seminar/Tour/Webinar registration confirmations (hotlinked)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement on pre-roll as attendees enter Webinar</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal acknowledgement at all Seminars/Tours/Webinars</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement in <em>The Scoop</em> on Events Page</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement with Seminar/Tour/Webinar info at MNLA.biz (hotlinked)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo acknowledgement from thank-you email to be sent following Webinar experience</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Seminars/Tours to have either 1) a table top display space or 2) a chance to address the attendees for a period of 5 minutes (max) **</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Seminars/Tours/Webinars/Online Classes to receive one registration. <em>Registration will not apply for certification/testing events.</em></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Seminars/Tours/Webinars/Online Classes to receive an attendee mail list for a single post-event mailing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Seminars/Tours to distribute one promotional item to event attendees at event registration/check in desk (i.e. brochure, pen, etc.)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Webinars/Online Classes for a 30 second commercial to air at beginning or at reconvening after a break.</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Choice of 3 Webinars/Online Classes for logo acknowledgement on title slide.</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

*Deadlines apply  **When possible

### INDIVIDUAL SPONSORSHIPS AVAILABLE—CALL FOR OPTIONS!

MNLA offers premier seminars, tours and webinars throughout the year. Opportunities exist to show support and to market via these functions.
New Member Packet Insert

Be among the first to greet new MNLA members as they learn about what is available to them via MNLA and the industry that surrounds us. Your information will be included in all New member Packets mailed for a twelve month period.

**Quantity:** approximately 170-190 per year

**Specifications:** Inserts supplied to MNLA – A supply of 200. No larger than a single 8-1/2” x 11” sheet of paper. May be folded.

**Rate:** $499/year

---

**MNLA Networking Events**

MNLA Networking Events are created for members to build professional relationships, to share and hear great ideas, and to increase visibility in the industry. Event sponsors will receive visibility in event promotions, with event registration information, and in event follow-up coverage. They will also receive onsite event sponsor acknowledgement when possible. Contact us for opportunities and details on upcoming events!

**Examples of past events:**
- Saints Game
- Feed My Starving Children
- Riverboat Cruise
- Topgolf

**Call for current options!**

**Rate:** $250/event
MNLA Awards Program & Celebration

Stand with MNLA in recognizing the best of the best.

Cost: $1,500*

MNLA Landscape Awards Program

Sponsor Benefits**
- Recognition in The Scoop with program promotions.
- Recognition in one issue of MNLA eNews, MNLA’s electronic newsletter.
- Company logo and live link on the application page of www.MNLA.biz.
- Company logo and small cocktail table at the Landscape Awards Display at Northern Green.
- Company logo on each Landscape Award project poster.

Green Industry Awards Celebration

Join the celebration to honor MNLA & MTGF awardees during Northern Green.

Estimated attendance: 200

Sponsor Benefits**
- Company logo on all printed event items including invitation and program.
- Recognition in event publicity.
- Recognition at the event from the master of ceremonies and on screen.
- 10 drink tickets to share with your customers.

*If preferred, you may choose to sponsor only one of the above two items. Cost: $1,100.
Note: To avoid conflict of interest, those eligible to submit for an award may not participate as a sponsor.

**Deadlines apply.
Widmer Golf Tournament

The Widmer Golf Tournament is a long-time favorite, fun, fundraising event! Be seen as a leader in the industry, supporting industry research and education.

**Event Date:** July 19th  
**Sponsor Deadline:** June 30th  
**Location:** Crystal Lake Golf Club, Lakeville

**Sponsors Receive:**
- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.

**Sponsorship Opportunities (2022 info—may change slightly for 2023):**

<table>
<thead>
<tr>
<th>Item and Description</th>
<th>Amount (exclusive/shared)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hole (18 available)</td>
<td>$300 (Specify Hole + $100)</td>
</tr>
<tr>
<td>Add on - Amazing Race Game Spot**</td>
<td>$50</td>
</tr>
<tr>
<td>Prize for Champion Team</td>
<td>$550</td>
</tr>
<tr>
<td>Prize for 2nd Place Team</td>
<td>$450</td>
</tr>
<tr>
<td>Prize for Last Place Team</td>
<td>$450</td>
</tr>
<tr>
<td>Contest Hole</td>
<td>$450</td>
</tr>
<tr>
<td><em>(Longest Drive, Closest to Pin, Longest Putt, Hit the Keg)</em></td>
<td></td>
</tr>
<tr>
<td>Breakfast &amp; Mega Putt Kickoff</td>
<td>$750 exclusive, $300 shared</td>
</tr>
<tr>
<td>Super Ticket Cash Prize Drawing</td>
<td>$250 shared</td>
</tr>
<tr>
<td>Drink Ticket &amp; Beverage Cart</td>
<td>$550</td>
</tr>
<tr>
<td>Golf Carts</td>
<td>$550</td>
</tr>
<tr>
<td>Golf Balls*</td>
<td>$150</td>
</tr>
<tr>
<td>Golf Tee Bag*</td>
<td>$150</td>
</tr>
<tr>
<td>Lunch</td>
<td>$850 exclusive, $300 shared</td>
</tr>
<tr>
<td>AM Bloody Mary/ Juice Bar (up to 100 drinks)</td>
<td>$250 shared / $500 exclusive</td>
</tr>
</tbody>
</table>

*In addition to sponsor fee, the sponsor supplies the item.  
**Must man hole to be an Amazing Race Game Stop.

MNLA Shootout

The MNLA Shootout Sporting Clays Tournament is a unique and fun opportunity to gather with your fellow professionals to raise money for scholarships.

**Event Date:** September 20th  
**Sponsor Deadline:** August 30th  
**Location:** Game Unlimited Hunting Club, Hudson, WI

**Sponsors Receive:**
- Onsite signage at your sponsored event element.
- One free lunch ticket.
- Recognition in The Scoop following the event.
- Post-event attendee mailing list for use in a one time mailing.

**Sponsorship Opportunities (2022 info—may change slightly for 2023):**

<table>
<thead>
<tr>
<th>Item and Description</th>
<th>Amount (exclusive/shared)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station Sponsor (17 available)*</td>
<td>$300 (Specify station: +$100)</td>
</tr>
<tr>
<td>Prize for Champion Team</td>
<td>$375</td>
</tr>
<tr>
<td>Prize for Champion Individual</td>
<td>$250</td>
</tr>
<tr>
<td>Happy Hour &amp; Awards</td>
<td>$1,000 exclusive/$400 shared</td>
</tr>
<tr>
<td>Lunch</td>
<td>$1,000 exclusive/$300 shared</td>
</tr>
<tr>
<td>Super Ticket Cash Prize Drawing</td>
<td>$250 shared</td>
</tr>
<tr>
<td>Special Game Sponsor (4-5 games available)</td>
<td>$250/per game</td>
</tr>
<tr>
<td>Refreshments on Course</td>
<td>$325 shared</td>
</tr>
</tbody>
</table>

*Stations may double up depending on course.
MNLA Government Affairs Sponsorship Opportunities

MNLA guides the industry towards a strong presence at the Capitol, and we are proud to enjoy an active and engaged member base in the area of Government Affairs. We invite MNLA members and other industry stakeholders to consider supporting MNLA legislative efforts with a sponsorship.

**LEGISLATIVE ACTION CENTER AT NORTHERN GREEN**
An opportunity at Minnesota's largest green industry gathering to learn about our most important legislative issues.

**Timing:** January  
**Cost:** $399 (shared)  
**Sponsor Benefits**:  
- In event promotion and follow up.  
- Via sponsor signage at the event.

**DAY ON THE HILL**
Created to bring the industry’s voice to lawmakers, this is a day filled with MNLA member visits at the Capitol and/or online to discuss major industry issues and initiatives.

**Timing:** March  
**Cost:** $399 (shared)  
**Sponsor Benefits**:  
- In event promotion, registration and follow up.  
- From the podium during event kick-off breakfast.  
- At end-of-day Happy Hour.

**END-OF-SESSION CELEBRATION**
A wrap up to the year’s session and an opportunity to thank those in the industry who got involved, as well as government officials who helped champion our cause.

**Timing:** June  
**Cost:** $399 (shared)  
**Sponsor Benefits**:  
- In event promotion and follow up.  
- From the microphone during the Celebration.  
- Via sponsor signage at the event.

**GROW RESULTS PACKAGE**
Sponsors may elect to participate in all three Government Affairs Sponsorship Opportunities at the reduced package rate of $999.

**Cost:** $999 (a $198 savings)  
**Bundle & Save!**
As a BONUS – Grow Results Packages include visibility in the MNLA Government Affairs eNews and at MNLA-organized Town Hall Forums.

Prefer to make a private donation? Contact Forrest Cyr at forrest@mnla.biz or 651-633-4987.

Note: *Deadlines apply.*

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

Interested in showing maximum support while also being budget-wise? Check out these time and money saving packages!

### Leading Edge Supporter

<table>
<thead>
<tr>
<th>Sponsorship Elements</th>
<th>Participation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MNLA Education</td>
<td>Business Driver</td>
<td>$1,499.00</td>
</tr>
<tr>
<td>MNLA Networking</td>
<td>Two Events</td>
<td>$500.00</td>
</tr>
<tr>
<td>MNLA Awards Program &amp; Celebration at Northern Green</td>
<td>Dual</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Widmer Golf Outing</td>
<td>Hole</td>
<td>$300.00</td>
</tr>
<tr>
<td>MNLA Shootout</td>
<td>Station</td>
<td>$300.00</td>
</tr>
<tr>
<td>Government Affairs</td>
<td>Grow Results</td>
<td>$999.00</td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td></td>
<td><strong>$5,098.00</strong></td>
</tr>
<tr>
<td><strong>Discount Package Price</strong></td>
<td></td>
<td><strong>$4,588.20</strong></td>
</tr>
<tr>
<td><strong>Discount Package Savings</strong></td>
<td></td>
<td><strong>$509.80</strong></td>
</tr>
</tbody>
</table>

### True Supporter

<table>
<thead>
<tr>
<th>Sponsorship Elements</th>
<th>Participation</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>MNLA Education</td>
<td>Education Supporter</td>
<td>$999.00</td>
</tr>
<tr>
<td>MNLA Networking</td>
<td>One Event</td>
<td>$250.00</td>
</tr>
<tr>
<td>MNLA Awards Program</td>
<td></td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Widmer Golf Outing</td>
<td>Hole</td>
<td>$300.00</td>
</tr>
<tr>
<td>MNLA Shootout</td>
<td>Station</td>
<td>$300.00</td>
</tr>
<tr>
<td>Government Affairs - pick one</td>
<td></td>
<td>$399.00</td>
</tr>
<tr>
<td>Legislative Action Center at Northern Green</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day on the Hill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End-of-Session Celebration</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Value</strong></td>
<td></td>
<td><strong>$3,348.00</strong></td>
</tr>
<tr>
<td><strong>Discount Package Price</strong></td>
<td></td>
<td><strong>$3,013.20</strong></td>
</tr>
<tr>
<td><strong>Discount Package Savings</strong></td>
<td></td>
<td><strong>$334.80</strong></td>
</tr>
</tbody>
</table>
## Who Attends?

**Average Registered Attendance:** 5,100

### 2022 Attendees by Industry Segment (Decision-makers: 74.4%)

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Contractor</td>
<td>34%</td>
</tr>
<tr>
<td>Landscape Management</td>
<td>26%</td>
</tr>
<tr>
<td>Landscape Designer</td>
<td>24%</td>
</tr>
<tr>
<td>Snow &amp; Ice Management</td>
<td>21%</td>
</tr>
<tr>
<td>Hardscape Installer</td>
<td>20%</td>
</tr>
<tr>
<td>Golf Course</td>
<td>16%</td>
</tr>
<tr>
<td>Gardening Services</td>
<td>13%</td>
</tr>
<tr>
<td>Irrigation Contractor</td>
<td>13%</td>
</tr>
<tr>
<td>Nursery Grower</td>
<td>12%</td>
</tr>
<tr>
<td>Parks/Recreation</td>
<td>12%</td>
</tr>
<tr>
<td>Garden Center</td>
<td>10%</td>
</tr>
<tr>
<td>Tree Care Services</td>
<td>7%</td>
</tr>
<tr>
<td>Sports Turf</td>
<td>6%</td>
</tr>
<tr>
<td>Flower Grower</td>
<td>6%</td>
</tr>
<tr>
<td>Arborist</td>
<td>5%</td>
</tr>
<tr>
<td>School Grounds</td>
<td>2%</td>
</tr>
<tr>
<td>Sod Grower</td>
<td>1%</td>
</tr>
<tr>
<td>Cemetery</td>
<td>1%</td>
</tr>
</tbody>
</table>

*In the figures above, attendees were asked to “check all that apply” and consequently the percentages add up to greater than 100. Figures represent the percentage of non-exhibitor attendance. Note: Many attendees indicate more than one specialty.*
## Northern Green Packages

Each year, thousands of green industry professionals from across the region come together for education and networking. Northern Green is hosted by the Minnesota Nursery & Landscape Association and the Minnesota Turf & Grounds Foundation. Northern Green 2023 is from January 10–12 at the Minneapolis Convention Center.

### 2023 Marketing Packages/Benefits

DEADLINES APPLY. FOR MAXIMUM BENEFIT, CONTACT US BY JULY 1.

<table>
<thead>
<tr>
<th>Premier Partner</th>
<th>Industry Leader</th>
<th>Booth Traffic Driver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit</td>
<td>Value</td>
<td>Benefit</td>
</tr>
<tr>
<td>Recognition as Education Session Supporter</td>
<td>✓</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Choose:</strong> Recognition as Attendee Badge Sponsor* (max. 2) OR 30-60 second commercial during Keynote Preroll (max. 2)</td>
<td>✓</td>
<td>$2,000</td>
</tr>
<tr>
<td>Logo visibility at the trade show entrance</td>
<td>✓</td>
<td>$2,000</td>
</tr>
<tr>
<td>(25) Complimentary 2-Day Registration Passes (Wed.+Thurs.)</td>
<td>✓</td>
<td>$4,550</td>
</tr>
<tr>
<td>Comp MCC parking pass (4 days)</td>
<td>✓</td>
<td>$1,000</td>
</tr>
<tr>
<td>Generously Supported by logo in Advance Program</td>
<td>✓</td>
<td>$1,000</td>
</tr>
<tr>
<td>Generously Supported by logo in Quick Guide</td>
<td>✓</td>
<td>$1,000</td>
</tr>
<tr>
<td>Generously Supported by hotlinked logo from NG.org</td>
<td>✓</td>
<td>$500</td>
</tr>
<tr>
<td>Generously Supported by logo in The Scoop Pre and Post</td>
<td>✓</td>
<td>$500</td>
</tr>
<tr>
<td>Generously Supported by logo in Clippings</td>
<td>✓</td>
<td>$500</td>
</tr>
<tr>
<td>Generously Supported by logo in Northern Green Emails</td>
<td>✓</td>
<td>$500</td>
</tr>
<tr>
<td>Generously Supported by signage at Northern Green</td>
<td>✓</td>
<td>$1,000</td>
</tr>
<tr>
<td>Generously Supported by logo in MNLA Directory</td>
<td>✓</td>
<td>$250</td>
</tr>
<tr>
<td>Recognition as Keynote Speaker Supporter</td>
<td>✓</td>
<td>$999</td>
</tr>
<tr>
<td>Seek &amp; See Participant</td>
<td>✓</td>
<td>$375</td>
</tr>
<tr>
<td>Positioned as Northern Green Wednesday Lunch Supporter</td>
<td>✓</td>
<td>$1,199</td>
</tr>
<tr>
<td>Innovation and Inspiration Theater Commercial (Up to 60 sec)</td>
<td>✓</td>
<td>$599</td>
</tr>
<tr>
<td>Innovation and Inspiration Theater video acknowledgement</td>
<td>✓</td>
<td>$499</td>
</tr>
<tr>
<td>Generously supported by signage in Morning Coffee area</td>
<td>✓</td>
<td>$899</td>
</tr>
<tr>
<td>Acknowledgement as sponsor in Northern Green App</td>
<td>✓</td>
<td>$399</td>
</tr>
<tr>
<td>Ad in Advance Program</td>
<td>✓</td>
<td>$1,295</td>
</tr>
<tr>
<td>1/4 page ad in November registration print promo**</td>
<td>✓</td>
<td>$999</td>
</tr>
<tr>
<td>Ad in Quick Guide</td>
<td>✓</td>
<td>$999</td>
</tr>
<tr>
<td>Ad in all Northern Green Emails</td>
<td>✓</td>
<td>$999</td>
</tr>
<tr>
<td>Ad on NorthernGreen.org</td>
<td>✓</td>
<td>$499</td>
</tr>
<tr>
<td>Digital Swag Bag</td>
<td>✓</td>
<td>$349</td>
</tr>
</tbody>
</table>

### Value

| Value | $22,469 | $16,470 | $7,313 |
| Price | $10,999 | $7,999 | $4,999 |
| Package Savings | $11,470 | $8,471 | $2,314 |
| % off other Northern Green Marketing Opportunities*** | 25% | 20% | 10% |

*Maximum two badge sponsors. Submit black & white vector logo. Logos do not appear on exhibitor badges.

**Art deadline: September 9. 3.5"w x 5"h full color art.

***Discount applies to Northern Green Marketing Opportunities. It does not apply to Northern Green Clings or Advertising.
Drive Traffic to Your Booth

**Conversations are key...several options exist to send attendees directly to your booth:**

**NORTHERN GREEN LUNCH**
**—WED. ONLY: $1199 shared**
Join in providing attendees FREE lunch on Wednesday in the Exhibit Hall. Attendees will be sent to your booth to grab their lunch gift cards and your logo will appear on table tents and lunch promotions.

**SEEK & SEE GAME: $375 (max. 10)**
Each of the participating exhibitors will be given one item to place in their booth (a golden goblet, etc.). Attendees will be given a list of 10 items to seek inside the 10 participating booths. Once all have been located and the game card has been marked accordingly, attendees may enter their card into the drawing for 10 - $100 prizes. (Items to be found and prices supplied by Northern Green.)

**CLINGS IN HIGHLY VISIBLE, ATTENTION-GETTING PLACEMENTS!**

**2’ x 2’ FLOOR CLINGS**
In trade show, guide a path from the trade show entrance to your booth. In common area, guide a path from registration to the trade show entrance.

(10 per choice)
- In Trade Show - $1,199 (Max. 2)
- In Common Area - $2,199 (exclusive)

**2’ x 2’ ENTRANCE DOOR CLINGS**
Great visibility in highly trafficked areas as attendees pass!

(10 per choice)
- Facing in Trade Show - $1,199 (exclusive)
- Facing in Common Area - $2,199 (exclusive)

**TRADE SHOW ENTRANCE FLOOR CLINGS**
Make your presence known either right inside or just outside both trade show entrances. Artwork can differ for each cling or be the same.

(2 per choice) 96" wide x 52" high
- Just inside Trade Show $1,999 (exclusive)
- Just outside Trade Show - $2,999 (exclusive)

*Cling advertiser sends art at 100 ppi for production.

Support Event Education

**Be involved in Northern Green's region-relevant education and target your involvement to your preferred market. Participants will receive recognition with event promos, signage, and acknowledgement from podium.**

**MASTER CLASS DAY—TUESDAY: $500 shared**
2022 Topics
- PLT Relicensure
- Natural Stone Walls
- Mixing and Matching Plant Materials
- Garden Ecology for Landscape Contractors
- Leadership Training

A hyper-targeted day of training with specific tracks. In addition to the above, participants will have the ability to distribute promotional information during the event.

**INTERACTIVE TRACK (WED.): $350 shared**
2023 Topic: Plant, Insect, and Weed ID
Support this in-depth, hands-on education. In addition to the above, participants will have the ability to distribute promotional information during the event.

**CEO & MGMT. TRACK (THUR.): $650 shared (max. 2)**
Supporters of this premium track will gain exclusive access to this elusive segment of Northern Green attendees.

**KEYNOTE SPEAKER: $999 shared**
Play a role in the Northern Green keynote address as a kick-off to the event. Typically the most well-attended session. (If interested in making a really big splash—options exist to work with event management to bring in a HUGE name speaker! Participation at this level will vary depending on speaker fees.)
Main Floor Elements
Be a part of Northern Green’s main floor excitement. Participants will receive recognition in advance promotions, and prominent recognition within the tradeshow element.

INNOVATION AND INSPIRATION THEATER: $1,999 shared (max. 2)
Expect this stage and massive screen to be a focal point of Northern Green. This is where the action will be on many levels. In addition to the above, participants will have the ability to submit a 30-60 second commercial to run at least 15 times during the show.

LAKESHORE CAMPFIRE: $999 exclusive
BACKYARD CAMPFIRE: $999 exclusive
Be involved in this widely successful, main floor presentation element. Participants will also receive a presentation time slot at Campfire (20 min. presentation with 10 min. Q&A). For maximum visibility submit title, description, and speaker name by Sept. 15. To be included in Advance Program, submit by Oct. 8. Includes the ability to distribute a small promotional item, brochure or flyer from area (stocked and restocked by participant).

SANDBOX: $599 shared ($399 w/ materials donation)
Host of the popular Minnesota State Patrol Commercial Vehicle Inspection Demo and, NEW THIS YEAR, Hardscape Live! will feature two one-hour hardscape presentations daily.

Solidify Your Brand/Message
Maximize your presence and enhance your brand.

INNOVATION & INSPIRATION THEATER COMMERCIAL: $599
Have your commercial air a minimum of 10x during the show on the massive Theater screen. (30-60 seconds, .mp4 preferred). Deadline: Dec. 1.

CAMPFIRE PRODUCT PITCH: $599 (max. 6)
For those who are simply interested in having a 30-minute demonstration time during Northern Green at the Campfire. (20 min. presentation with 10 min. Q&A). For maximum visibility submit title, description, and speaker name by Sept. 15. To be included in Advance Program, submit by Oct. 8.

NORTHERN GREEN GIVEAWAY ITEM
$359 per sponsor + cost of the item
Build your brand—put your logo in the hands of Northern Green attendees! We encourage lanyards, totes, pens—or daily giveaways (i.e. stress balls, notebooks, anything creative and fun!).

Inspire Industry Excellence
GREEN INDUSTRY AWARDS CELEBRATION: $1,100 shared
Join the celebration to honor MNLA & MTGF awardees during Northern Green.

Sponsor Benefits: Company logo on all printed event items including invitation and program, recognition in event publicity, and sponsor recognition at the event. Plus, Receive 10 drink tickets to share with your customers.

Note: This sponsorship can be paired with a Landscape Awards Program Sponsorship at a discounted rate. See page 12 or call for details.
Northern Green Advertising

NORTHERN GREEN E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. Your hotlinked ad appears in all!

Bonus morning emails Tuesday, Wednesday and Thursday of Northern Green. Be visible when attendees are engaged with the event!

**Deadline:** August 25 to be included in September emails – ad commitments beyond that date will be placed in the earliest possible email.

**Circulation:** 6,000  
**Average open rate:** 34%

**Distribution:** Minimum two emails per month, Sept. through Jan.

**Dimensions:** 600w x 100h pixels

**Cost:** $999

*New art may be submitted monthly by the 25th of the month prior.

NORTHERNGREEN.ORG AD

82% of attendees surveyed say they use the website prior to attending - Great visibility on every page of the website (ads rotate with other ads)

**2022 Stats:**
38,000 impressions per ad  
28,000 visits to site

**Timing:** Oct. 2022–Feb. 2023

**Specs:** 510w x 425h pixels on home page (will scale down on interior pages)

**Cost:** $499

**Deadline:** For maximum visibility, contact us by Sept. 19. Ad commitments beyond that date will be placed as soon as possible.

ADVANCE PROGRAM

A detailed guide to everything Northern Green. The Advance Program will be distributed via mail as well as posted online.

**Deadline:** October 7, 2022

**Estimated Circulation:** 7,600

(Print 6,000/Online 1,600)

**Date of Publication:** Dec. 2022

**Ad Options**(full color):
- Outside Back Cover—$1,595
- Inside or Opposite Inside Front Cover (Full)—$1,595
- Center Spread—$2,199
- Full page—$1,295
- 2/3 page—$959
- 1/2 page horizontal or vertical—$699
- 1/3 page vertical or square—$499
- 1/4 page—$369
- Preferred, non-cover placement add $99

*See Scoop info for ad dimensions with the exception of the outside back cover which is 7-1/2” x 7-1/2” (Trim for bleed 8-1/2” x 8”. Bleed ¼ off.)

QUICK GUIDE

Drive traffic to your booth using this foldout map including schedules and exhibitor listing! (max. 3)

**Deadline:** November 1, 2022

**Estimated Circulation:** 1,900

**Bonus Digital Distribution:** To all NG participants

**Timing of Publication:**
Email: Week before Northern Green  
Print: Onsite at Northern Green 2023

**Dimensions:** 6”x6” (plus ¼” bleed) Live area: 5.75”x 5.75”

**Ad Options (full color):**
- Outside back tile: $1,199 (limited to 1)  
- Full tile: $999

DIGITAL SWAG BAG  **Deadline:** December 16, 2022

Provide your best offer in our “Thanks for attending!” email the week following Northern Green. Ad will appear both in email and on the Post-Northern Green Swag Bag landing page at NorthernGreen.org/SwagBag.

**Specifications:** Submit PDF set to 8.5”w x 11”h. (If desired, submit additional .jpg or .png. for email/webpage at 300w x 388h pixels.)

**Cost:** $349 (max. 8)  
**Average open rate:** 46.4%

**Circulation:** Emailed to all Northern Green participants

Your Northern Green Marketing Contact:
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