

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: _____

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|-----------------------------------|--------------------------------|-------------------------------|---------------------------------|------------------------------------|-----------------------------------|
| <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.