



NURSERY/LANDSCAPE EXPO PROGRAM ADVERTISING

You've invested in your booth space . . .
Planned your booth appearance . . .
Ordered your printed material . . .
Trained your people . . .
Added a link to the Nursery/Landscape Expo
website from your website . . .

WHAT ELSE CAN YOU DO TO BRING TRAFFIC
TO YOUR BOOTH AND MAXIMIZE YOUR
PRESENCE AT EXPO?

Place an ad in the Nursery/Landscape Expo Program

Call 800.880.0343, 512.280.3864 or email: advertising@tnlaonline.org
to reserve your ad space today. **Deadline June 15, 2010.**



AUDIENCE

Buyers and all exhibitor companies participating in the annual Nursery/Landscape Expo (representing 43 states and 13 foreign countries)

CIRCULATION

9000 Green Industry Professionals

VALUE

Many attendees use this valuable industry tool throughout the year. The program lists all exhibitors, booth numbers, and a products & services directory. It includes a pull-out map of the tradeshow floor and Expo hall information used for location of exhibitors during and after the Expo.

WHY ADVERTISE IN THE EXPO PROGRAM?

Remember, advertising revenue helps support the association that brings you The Expo as well as brings attention to your company as a supporter of Texas Nursery and Landscape Association.



NURSERY/LANDSCAPE EXPO PROGRAM RATES & SPECIFICATIONS

AD SIZES:

	FULL PG	2/3 PG	1/2 PG ISLAND	1/2 HORIZ	1/2 VERT	1/3 HORIZ
	7.5" X 10"	4.625" X 9.5"	4.625" X 7"	7" X 4.625"	3.375" X 9.5"	4.625" X 4.625"
MEMBER	\$1,925	\$1,750	\$1,585	\$1,451	\$1,451	\$1,265
NON-MEMBER	\$2,050	\$1,875	\$1,710	\$1,576	\$1,576	\$1,390

	1/3 VERT	1/4 PG	1/6 PG	1/8 PG	INSIDE CVR	OUTSIDE BACK CVR
	3.375" X 9.5"	3.375" X 4.625"	2.125" X 4.625"	2.125" X 3.375"	8.5" X 11"	8.5" X 11"
MEMBER	\$1,265	\$1,111	\$1,018	\$936	\$2,368	\$2,553
NON-MEMBER	\$1,390	\$1,236	\$1,143	\$1,061	\$2,493	\$2,678

All above ads are color pricing. Subtract \$700 for black & white ads.

MECHANICAL REQUIREMENTS: Trim size — 8.5" x 11". Bleed size — 8.75" x 11.25".

PRINTING/BINDING: Offset, sheet fed, perfect bound.

MATERIAL REQUIREMENTS:

Ad artwork should be supplied in electronic file format. **PDF files are preferred.** Resolution must be 300 dpi. Use CMYK color settings. TNLA uses Mac-based Adobe software. If file is too large to email, please call 800.880.0343 or 512.579.3864 for FTP instructions.



NURSERY/LANDSCAPE EXPO PROGRAM ADVERTISING CONTRACT

Please complete the information below, sign, and return the form to TNLA at 7730 South IH-35, Austin, TX 78745 or fax to 512.280.3012.

COMPANY NAME _____ MEMBER # _____ TNLA Member: Y N
 BILLING ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 () - () - _____
 TELEPHONE _____ FAX _____
 CONTACT NAME _____ EMAIL _____

ADVERTISING ORDER

Insertion	Size	Rate	Caption	
EXPO Program 2010	
EXPO Program 2010	
EXPO Program 2010	
				TOTAL
				<input style="width: 100px; height: 20px;" type="text"/>

CONTRACT ACCEPTANCE TERMS

- Discounted rates only apply to current TNLA members. Signed contracts must be received on or before closing date. Ads are non-commissionable.
- It's TNLA's policy to automatically pick up your most recent ad unless you provide instructions and/or artwork by TNLA's materials closing deadline.
 - Cancellations after closing date are charged at 100%. Net amount due within 30 days of invoice. 1.5% interest applies after 30 days.
 - Advertiser agrees to all regulations stated in the current rate card. Advertisers billed at special contract rates based on frequency, but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned.
 - The Advertiser will indemnify and hold the Publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent, and copyright infringements (including the text and photographs within the advertisements) and other claims based on the contents or subject matter of such publication. Venue for any cause of action hereunder shall be in Travis County, Texas.
 - Advertiser agrees to supply artwork in electronic file format. PDF files are preferred.
 - Advertiser agrees to all regulations stated in the current rate card. No special agreements or conditions other than those named in the contract and current rate card shall be binding on the Publisher.

ORDERED BY (PLEASE PRINT) _____
 _____ / _____ / _____
 SIGNATURE _____ DATE _____