



2021

# Media Kit

The Michigan Nursery & Landscape Association, established in 1922, is the state trade association that represents over 4,500 licensed Green Industry firms in Michigan. MNLA is united to advocate professionalism, integrity and growth for Michigan's Green Industry. Segments of the Green Industry that MNLA represents include landscape contractors, landscape management, landscape design, retail garden center, golf course maintenance, irrigation, greenhouse production, grower, irrigation contractors, arborists, interiorscape, nursery production, supplier, turf management, water gardener, and snow plowing firms.

### Scope of Michigan's Green Industry:

The economic impact of Michigan's nursery, perennial plant production, Christmas tree, sod producers, landscaping and lawn care industries is \$5.715 billion. The economic impact of our Nursery and perennial plant producers is \$1.2 billion and we distribute our products into 35 states, Mexico and Canada, making us the:

- #1 specialty crop in Michigan,
- 4th largest nursery state in the nation.

The economic impact of our landscape services and retail sectors is \$4.5 billion. Together, all segments of the Green Industry account for a total of 36,162 individuals employed (Knudson & Peterson, 2012). According to US Census Data, this equates to 1 out of every 170 Michigan citizens between the ages of 18-65. Knudson, William A. & H. Christopher Peterson. 2012. The Economic Impact of Michigan's Food and Agriculture System. Working Paper No. 01-0312. Michigan State University Product Center.

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### GENERAL INFORMATION

**Target Demographics:** Professional nursery and landscape businesses, Certified Green Industry Professionals, educators, Green Industry professionals and subscribers throughout Michigan, the Great Lakes Region, the United States and Canada.

**The Michigan Landscape™** is the official magazine of the Michigan Nursery and Landscape Association (MNLA). This multiple award-winning, full-color bimonthly publication is packed with the most up-to-date industry news, covering every segment of the nursery and landscape industry.



The Michigan Landscape

# 2021 The Michigan Landscape, Digital Advertising (MNLA.org), & MNLA E-Newsletter Advertising Rates & Sizes



## 2021 Rates

Issues	6x	3x	1x	Issues	6x	3x	1x	Issues	6x	3x	1x
<b>Four-Color Covers</b>			<b>Four-Color Display</b>			<b>Black-and-White Display</b>					
Back	\$966	\$1022	\$1079	Full Pg	\$765	\$810	\$855	Full Pg	\$446	\$473	\$499
Inside Front	918	972	1026	2/3 Pg	616	653	689	2/3 Pg	298	315	333
Inside Back	893	945	998	1/2 Pg	558	590	623	1/2 Pg	239	253	267
Front Facer	880	932	983	1/3 Pg	485	513	542	1/3 Pg	166	176	185
				1/4 Pg	453	480	506	1/4 Pg	134	142	150
				1/6 Pg	411	435	459	1/6 Pg	92	97	103

### 2021-2022 Deadlines

#### Print Ready Ads/Materials Closing

JanFeb21	.....	12/2/2020
MarApr21	.....	2/1/2021
MayJun21	.....	4/2/2021
JulAug21	.....	5/28/2021
SepOct21	.....	7/30/2021
NovDec21	.....	10/1/2021
JanFeb22	.....	12/1/2021

Advertiser may change ad materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the materials closing date.

### Dimensions

Please note: All dimensions are listed as width x height

This allows for the 2" mail panel at the top of the page

**Please note:** All dimensions are listed as width x height

### Digital Advertising Rates (MNLA.org)

These exclusive placements give your company the attention that it deserves in front of thousands of Nursery and Landscape Professionals.

#### Leaderboard Ad

This campaign consists of a horizontal leaderboard at the top of the page and is run of site (on every page) on www.MNLA.org. Availability is limited: only 10 offered per year. Space is 1300 x 160 pixels \$1,950/year

#### Box Ad

This campaign consists of a box ad on the right side of the page and is run of site (on every page) on www.MNLA.org. Availability is limited: only 10 offered per year. Space is 319 x 207 pixels \$1,250/12-month run; \$750/6-month run; \$412.50/3-month run

### Member E-Newsletter Rates (Prices are for 1 ad insertion. JPG or PNG format)

#### Top Leaderboard

(placed near top of newsletter, after the first article; banner size)  
Space is 512x180 pixels  
\$200

#### Side Box Ad

(placed near the side of the second article, box size)  
Space is 200x200 pixels  
\$150

#### Bottom Banner Ad

(placed at the bottom of the newsletter, just above the contact block; banner size)  
Space is 512x180 pixels  
\$112

# 2021 The Michigan Landscape, Digital Advertising (Mnla.org), & Mnla E-Newsletter Advertising Insertion Order

Advertiser Name: \_\_\_\_\_

Advertiser/Agency Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Send all insertion orders and ad materials to:  
Jen Dwyer, Advertising Coordinator  
Phone: (517) 381-0437  
Email: jen@mnla.org

## The Michigan Landscape magazine

**Issue:**  January/February  March/April  May/June  July/August  September/October  November/December

**Size:**  Full Page  1/2 Pg Horizontal  1/3 Pg Horizontal  1/3 Pg Square  2/3 Pg Vertical  
 1/2 Pg Vertical  1/3 Pg Vertical  1/4 Pg Vertical  1/6 Pg Vertical **See ad size chart on previous page for all sizes**

**Premium Positions:**  Inside Front Cover  Front Facer  Inside Back Cover  Back Cover

**Color:**  Full Color  Black and White  Black plus one color (add \$50)

**Ad:**  New Copy Enclosed  New Copy to Follow  Use ad from previous issue \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

**Bill To:**  Agency  Advertiser

Authorization signature: \_\_\_\_\_

Authorized by (please print): \_\_\_\_\_ Date: \_\_\_\_\_ PO Number: \_\_\_\_\_

## Digital Advertising (Mnla.org)

Leaderboard (1 year)  Box (12 months)  Box (6 months)  Box (3 months)

## Member E-Newsletter

February  April  June  August  October  December

Top Leaderboard  Side Box  Bottom Banner

### Publication Specifications

Trim Size: 8 1/2" x 11" Printing: Sheet Fed Offset Binding: Saddle Wire

### Digital Ad Requirements

Ads submitted must meet the publisher's production guidelines.

**Preferred ad submission method.** Press quality PDF is the preferred method of ad submission for this magazine.

**Other submission methods:** We accept composite PDF (preferred), EPS, or TIF files with the color mode CMYK at 300-600 dpi for color ads or color mode Grayscale for black and white ads.

**Dimensions:** All ads must be configured to fit the ad sizes as indicated in this document. Be sure to create documents in the proper trim size. However, be certain to include bleed on full page bleed ads. On full page ads do not put text outside the live area 7.5" x 10" centered.

**RGB-and-White Ads:** All black-and-white ads must be set up to output as one-color art and text – not RGB or CMYK – to avoid "rich black". This will prevent any unanticipated press issues.

**Preparation:** If the publisher's production department considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad – or – the advertiser may request the publisher to alter the ad to meet specifications at an additional charge to be quoted. Please call if you have any questions regarding your file set-up.

### Cancellation Policy

It is agreed between the parties to this contract that a cancellation will be accepted once the publisher has received written or verbal notice from the advertiser prior to the appropriate closing date; and that cancellation on the part of the advertiser shall forfeit his right to contract rate; the rate to be adjusted on past and subsequent insertions will conform with the actual space used at the rate specified.

### Advertising Agreement

All advertising orders accepted by the publisher are subject to the terms and provisions of the current rate card. The previously run ad material will be used if new instructions are not received by the materials deadline for the next scheduled insertion. The publisher reserves the right to reject any advertising, or to request alteration in content prior to publication. Advertisements are accepted and published upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof. The agency and/or advertiser will indemnify and hold harmless from and against all loss or expense resulting from claims or suits based upon contents or subject matter, including, without limitations, claims or suits for libel, violation of rights of privacy, plagiarism and copyright. The publisher shall have the right to hold advertiser and/or its agent jointly and severally liable for such monies as are due and payable to publisher for advertising that advertiser or its agent ordered and that was published.

### Miscellaneous

**Special Positions:** Every effort will be made to comply with advertiser requests but special positions cannot be guaranteed. No premium is required for positioning.

### Additional Charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications for THE MICHIGAN LANDSCAPE™. Typesetting/Layout charges are \$60/hour. Note: Full-page four-color ads required on cover positions. Priority is given to previously contracted advertisers. Call for estimate on fold-out cover (two-page spread), cover-wrap, or any other specialty advertising tools.

**Advertising Terms and Conditions:** "Publisher" refers to the Michigan Nursery and Landscape Association. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card or any amendment of it.

**General Rate Policy:** To earn volume or frequency rates:

- 1) The contract year is six issues;
- 2) A signed contract or order must be received and accepted by the publisher by the next issue after the first insertion;
- 3) Advertising must be inserted within one year from the effective date of the contract or order. If an advertising contract or order is exceeded or not fulfilled, the rate charged will be adjusted to the rate earned within 60 days after the termination of the contract period.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rate(s) charged. The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising without rate penalty to the advertiser. Only the publication of an advertisement shall constitute final acceptance of the advertiser's order.

The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefore received by the publisher shall be refunded.

The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. Space orders are due on or before the closing date listed in the current media kit and may not be cancelled by the advertiser after that time. Advertiser may change materials with any insertion, but authorizes the previous advertisement to be repeated if new materials are not furnished by the closing date.

**Contract and Copy Regulations:** All advertisements are accepted for publication entirely upon the representation that the agency and/or the advertiser is/are properly authorized to publish the entire contents and subject matter thereof.

In consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

**Cancellation Policy:** Cancellation of ad space must be received to THE MICHIGAN LANDSCAPE™ before the published closing date. Cancellations are not accepted after closing dates of each issue.

**Commission, Credit Terms and Payments:** Recognized agencies are entitled to a 15 percent discount on prepaid ad space and invoices paid within 30 days of receipt. MNLA members are entitled to a 5 percent discount on prepaid ad space and invoices paid within 10 days of receipt (one discount allowed per insertion).

Payments for all advertising are due upon receipt of invoice. VISA, MasterCard, American Express and Discover accepted.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

Publisher may refuse, without prior notice to any person, to run any advertising on behalf of an advertiser whose account is more than 90 days in arrears, as reflected in Association records.

