



MARYLAND
NURSERY, LANDSCAPE
AND GREENHOUSE
ASSOCIATION

To: MNLGA and Allied Green Industry Members
From: Vanessa A. Finney
Date: March 11, 2020
Re: Free State News Advertising and Sponsorship Information

Enclosed is all the information you need to advertise in The Maryland Nursery, Landscape and Greenhouse Association's Free State News.

For the upcoming year, our ad rates remain unchanged as does the outstanding quality of the content, design, layout and digital production of the magazine. Each issue of Free State is provided in print and digitally on www.mnlga.org for the convenience of our members and advertisers.

I have also included information on our new annual Wye Oak and Black-Eyed Susan sponsorships which include Free State Advertising amongst the many benefits. These sponsorships are designed to bring maximum exposure to participating members in a one-stop annual or bi-annual purchasing process. The Wye Oak and Black-Eyed Susan sponsorships are open only to MNLGA members. You can join our Wye Oak sponsors like Babikow Greenhouses, Cavano's Perennials, Farm Credit and Jerry D's Quality Bark.

Whether advertising or sponsoring, please complete the enclosed contract and send it back to us either by fax, 410-296-8288 or scan and e-mail the contract to freestate@mnlga.org. For U.S. Mail, the address remains MNLGA • c/o Free State Advertising • PO Box 726 • Brooklandville • Maryland • 21022

And, if you have any questions, please call Kelly at 410-823-8684.

Thank you for your continued support of the MNLGA by advertising in Free State News and all best wishes for a successful year.



**Free State Nursery, Landscape and Greenhouse News
2020 Advertising Contract • Rates and Positions**

Free State Advertising Opportunities

MNLGA Member Rates

Non-Member Rates

Premium - May/Aug/Dec Issues			Premium - May/Aug/Dec Issues		
Back ** 3 Issue Total Cost	\$1,500		Back ** 3 Issue Total Cost	\$1,875	
Inside Front	1,470		Inside Front	1,850	
Inside Back	1,395		Inside Back	1,775	
Front Facer	1,370		Front Facer	1,750	
MNLGA Member Rates			Non-Member Rates		
Color Ad Pricing (per Issue)			Color Ad Pricing (per Issue)		
	1x	3x		1x	3x
Full Page	450	390	Full Page	590	500
1/2 Page	390	350	1/2 Page	480	415
1/4 Page	335	310	1/4 Page	395	350
MNLGA Member Rates			Non-Member Rates		
B/W Ad Pricing (per Issue)			B/W Ad Pricing (per Issue)		
	1x	3x		1x	3x
Full Page	325	265	Full Page	440	350
1/2 Page	265	225	1/2 Page	330	265
1/4 Page	210	195	1/4 Page	245	200

Issue	space	ads
	close	due
May	3/25	4/1
August	6/24	7/1
December	10/21	10/28

Most recent issues available year round on mnlga.org

**** Full-page four-color ads required on cover positions.**

The trim size for Free State is 8.5 inches x 11 inches. Full page ads with bleeds should be 8.5 x 11 plus .125 inches (1/8 inch) on all four sides or 8.75 x 11.25.

Note: Priority for specific positions is given to previously contracted advertisers.

WHERE POSSIBLE, Please submit advertising copy electronically via e-mail to freestate@mnlga.org or on a CD. PC or MAC files are both acceptable and *please indicate your file format and make sure that all fonts and linked files are included.*

Our preferred file formats are: PDF, TIF, JPG, PSD, Quark, EPS, and Microsoft Word

- Ad Sizes:** Full page: 7.5 x 9.75
 1/2 page Vertical: 3.625 x 9.75
 1/2 page Horizontal: 7.5 x 4.625
 1/4 page: 4.625 x 3.625

MNLGA Free State News

2020 Advertising Contract • Contact - Billing Information • Terms and Conditions

Submit Free State Advertising Insertions orders to:

**Kelly Finney | PO Box 726 | Brooklandville, MD 21022
Phone: 410-823-8684 | Fax: 410-296-8288 | freestate@mnlga.org**

Order Date: _____

Company Name: _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

Agency Discount: _____ TOTAL: _____

Issue: () May () August () December

Ad Size: _____ () B/W () Color Rate: \$ _____ Position: _____

I/We Wish to: () Re-Run our 2019 Ad () Submit New Art by the Deadline on Page 1

Authorized by (*please print*): _____

Authorization signature: _____

Date: _____ PO Number: _____ () MasterCard () Visa

Credit Card No: _____

3 Digit Code #: _____ Expiration Date: _____

Printed Name of Cardholder: _____

Signature of Cardholder: _____ **

E-Mail Address for Free State News: freestate@mnlga.org

Terms and conditions on reverse



2020 MNLGA Annual Sponsorship Registration Form and Benefits Description

Sponsorship Level *(Please select one of the following levels):*

- Wye Oak Sponsor - \$2,500 *(See complete list of benefits on page 2)*
- Black-Eyed Susan Sponsor - \$1,750
- Chesapeake Green Sponsor Only – **Complete page 3 to sponsor Symposium only**

Contact Information *(please print accurately and legibly):*

Company Name: _____

Contact Name: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Web Address: _____

Payment Information:

Enclosed is a check for \$_____

Please charge my credit card: Master Card Visa

Name *(as it appears on card)*: _____

Card #: _____ Exp. Date _____ 3 Digit Code: _____

Billing Address of Card *(if different from above)*: _____

Signature: _____ Date: _____

Please submit this form by February 1

Send your form, payment and company logo to:
Maryland Nursery, Landscape, and Greenhouse Association
Post Office Box 726 • Brooklandville, MD 21022
Fax: 410-296-8288 • E-Mail: office@mdlga.org

**** Sponsorship Benefits ****

Wye Oak – \$2,500.00 annually (2 years for \$4,500 – 2 installments payable annually)

- Free State News Advertising - 3 Full page color ads (May, August & December)
- Rotating Web Banner on home page of mnlga.org
- *Root of the Matter* E-Newsletter
 - ❖ Logo and web-link included in each issue
 - ❖ Root published at least twice monthly and as needed
- Chesapeake Green Chesapeake Sponsor
 - ❖ 2 Day Attendance for 2 included (*or you may sponsor up to 4 student attendees*)
 - ❖ Lunch on both seminar days and vendor table (*if requested*)
 - ❖ Introduction and Special Thank you during Opening Session
 - ❖ Additional Recognition Signage at AM/PM refreshment break table
 - ❖ Verbal recognition by every room monitor before every Educational Session
- Sponsorship of Annual Meeting, Field Day and other Educational Events
- Company Logo linked on MNLGA.org sponsorship page
- Sponsorship Badge Ribbons for all registered company attendees at events

Black-Eyed Susan – \$1,750.00 annually (2 years for \$3,325 – 2 annual installments)

- Free State News Advertising - 3 half page b/w ads (May, August & December)
- Chesapeake Green Skipjack Sponsor
 - ❖ 1 Day Attendance for 1 included
 - ❖ Lunch on one seminar day and vendor table (*if requested*)
 - ❖ Additional Recognition Signage at AM/PM refreshment break table
 - ❖ Recognition in event promotional material
- Sponsorship of Annual Meeting, Field Day and other Educational Events
- Company logo linked on MNLGA.org sponsorship page
- Sponsorship Badge Ribbons for all registered company attendees at events

Chesapeake Green Horticultural Symposium Sponsorship only

- **Chesapeake Green Chesapeake Sponsor**
 - ❖ 2 Day Attendance for 2 included (*or you may sponsor up to 4 student attendees*)
 - ❖ Lunch on both seminar days and vendor table (*if requested*)
 - ❖ Sponsorship signage displayed in our gallery of sponsors
 - ❖ Introduction and Special Thank you during Opening Session
 - ❖ Additional Recognition Signage at AM/PM refreshment break table
 - ❖ Verbal recognition by every room monitor before every Educational Session
 - ❖ Sponsorship Badge Ribbons for all registered company attendees at events
- **Chesapeake Green Skipjack Sponsor**
 - ❖ 1 Day Attendance for 1 included
 - ❖ Lunch on one seminar day and vendor table (*if requested*)
 - ❖ Additional Recognition Signage at AM/PM refreshment break table
 - ❖ Sponsorship signage displayed in our gallery of sponsors
 - ❖ Sponsorship Badge Ribbons for all registered company attendees at events