



To: MNLGA and Allied Green Industry Members
From: Vanessa A. Finney
Date: February 11, 2021
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 2021 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 8.625 x 11.125.

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: Full Bleed or 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

2021 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 2020 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

Advertising Terms and Conditions

"Publisher" refers to the MNLGA. 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 three issues beginning with the May Issue each year;
- 2) A signed contract or order must be received and accepted by the publisher.
- 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 canceled 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 in writing to the MNLGA before the published closing date. Cancellations are not accepted after the published closing dates of each issue.

Commission, Credit Terms and Payments

All advertising must be paid in advance of each insertion. Checks, VISA, and MasterCard, are accepted. Please mail checks to:

Maryland Nursery, Landscape and Greenhouse Association or MNLGA
c/o Free State News
P.O. Box 726
Brooklandville, Maryland 21022

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 in arrears, as reflected in association records

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