



MARYLAND
NURSERY, LANDSCAPE
AND GREENHOUSE
ASSOCIATION, INC.

To: MNLGA Members
From: Vanessa A. Finney, Executive Director
Date: May 7, 2021
Re: MNLGA *Root of the Matter* Advertising Information

The MNLGA is continuing to expand our sponsorship and advertising opportunities with the addition of advertising in our *Root of the Matter e-news*.

Root of the Matter advertising joins our comprehensive sponsorship and Free State advertising options to help maximize your company's exposure to the membership and our affiliated green industry partners. This advertising opportunity is designed to bring your company greater visibility, recognition, and access to the industry membership.

Root advertising is exclusive to members and available on a quarterly, semi-annual, or annual basis. A complete list of benefits is below:

**** Advertising Benefits ****

- Root is published 24 times annually (*on average twice a month*) and additionally as needed
- Newsletter open rate is 48% (on average) compared to an industry average of just 22%
- Newsletter click-rate is 17% (on average) compared to an industry average of just 7%
- *Open rates and click-rates show that the membership is actively engaged in the newsletter*
- Quarterly, semi-annual, and annual programs allow your company to choose how and when our members see your advertisement
- The advertisement can be linked to your company URL
- Ads (*see specs on the next page*) are highly visible

Your company's name and message are shared directly and your advertisement includes a live link to your company URL. The MNLGA is limiting this advertising to three companies per quarter – so you will want to act quickly to take advantage of this program. Quarterly advertising begins on January 1st while semi-annual advertising begins on January 1st or June 1st. The annual advertising program begins on January 1st and runs the full calendar year.

Please choose the advertisement program that works best for your company by completing the enclosed form. You may fax or mail your payment to the number or address provided on the form.

We appreciate your support of the MNLGA mission and what it represents to the communities our members serve. If you have any questions about the enclosed, please contact Chelsea or Kelly at 410-823-8684 or office@mnlga.org. Thank you!

Vanessa A. Finney, Executive Director

P.O. Box 726 • Brooklandville, Maryland 21022
Phone: 410-823-8684 • Fax: 410-296-8288 • office@mnlga.org • mnlga.org

**** Advertising Space Specs ****

<p>Ad Space #1 186 x 186 Pixels</p>	<p>Ad Space #2 186 x 186 Pixels</p>	<p>Ad Space #3 186 x 186 Pixels</p>
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**** Advertising Space Mock-Up ****

(This is a mock-up of the ad space in an actual Root of the Matter newsletter)

Wye Oak Sponsors
Thank you to our Annual Wye Oak Sponsors for their continued support of the MNLGA!
Please check out all that these great sponsors have to offer!

Angelica[®] NURSERIES, INC. **BABIKOW SINCE 1875** **CAVANO'S PERENNIALS, INC.**

FARM CREDIT **HC Leader in Horticultural Containers** **Jerry D. Quality Bark**
"WHEN ONLY THE FINEST BARK WILL DO"

<p>Ad Space #1 186 x 186 Pixels</p>	<p>Ad Space #2 186 x 186 Pixels</p>	<p>Ad Space #3 186 x 186 Pixels</p>
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COVID-19 Resources and Information

 **MARYLAND NURSERY, LANDSCAPE AND GREENHOUSE ASSOCIATION**

COVID-19 Resources: Over the last few weeks you should have been receiving the daily COVID-19 eblasts from the MNLGA office. The MNLGA is continually updating our [COVID-19 Resources webpage](#) and subsequent resource pages. Be sure to use the website and the resource pages as they are full of information for businesses, labor resources, consumer marketing tools, and much more.