



**MNLA News** is the official publication of the Minnesota Nursery & Landscape Association, the region's premier green industry trade organization. It is published monthly and mailed directly to **more than 1,900 companies**, including landscape contractors and designers, garden centers, nursery and greenhouse growers, irrigation contractors and lawn/garden/tree professionals. This is an excellent way to **target your ad dollars** directly to your customers.

## RATES

MNLA Members receive a 5% discount on all below rates

	1 Time	6 Times	12 Times
Back Cover	\$1,100	\$990	\$880
Inside Front*	\$710	\$640	\$570
Inside Back	\$660	\$595	\$530
Center Spread	\$1,165	\$1,050	\$930
Full Page	\$540	\$485	\$430
2/3 Page	\$430	\$385	\$345
1/2 Page	\$385	\$350	\$310
1/3 Page	\$300	\$270	\$240
1/4 Page	\$255	\$230	\$205
1/6 Page	\$230	\$210	\$185
Envelope Insert**	\$635		

\*Inside front cover has two 1/2 vertical ad placements available. Above rate refers to cost of one 1/2 vertical placement.

**CLASSIFIEDS:** \$3.00 per word, \$30 minimum. Advanced payment required.

**CIRCULATION:** More than 1,900 member companies and green industry professionals.

**FREQUENCY:** Monthly.

\*\*Mailed in an envelope with other materials in January, February, July, September and December.

### DEADLINE:

Space and camera-ready art: 5th of the month prior to the following month's publication.

Ads needing design: 1st of the month prior to the following month's publication.

### JANUARY AND SEPTEMBER ENHANCED

**CIRCULATION.** Both issues enjoy circulation of more than double the regular monthly distribution -- at no additional cost to our advertisers.

## SIZES AVAILABLE

Size	Dimension Variables (width x height)
Full Page	7-1/2" x 10"
Center Spread	15-1/2" x 10"
2/3 Page	4-5/8" x 10"
1/2 Page Horiz.	7-1/2" x 5"
1/2 Page Vert.	3-1/2" x 10"
1/3 Page Horiz.	7-1/2" x 3-3/8"
1/3 Page Vert.	2-1/4" x 10"
1/3 Page Square	4-3/4" x 4-3/4"
1/4 Page	3-1/2" x 5"
1/6 Page Square	3-1/2" x 3-1/4"
1/6 Page Horiz.	4-7/8" x 2-1/4"

60 lb. offset stock, saddle stitched.

**10% Discount for payment in full on order.**

**Assigned Location:** \$85 extra charge.

**Spot color:** \$155 per color.

**Full color:** \$600. Bleeds allowed on four color, full page ads only. Trim size is 8-1/2" x 11" Allow no less than 1/4" over that size for bleed; keep live copy no less than 1/4" inside trim size.

**Ad creation:** Ads can be designed from your supplied copy. There is a \$30 minimum fee for ad creation.

Advertisers with a 12-time ad commitment may receive one ad layout and up to three basic ad updates within their contract at no charge. Additional changes \$30 minimum.

Advertisers with a 6-time ad commitment may receive one ad layout and one basic ad update within their contract at no charge. Additional changes \$30 minimum.

