

A Publication of the Michigan Nursery and Landscape Association
THE MICHIGAN LANDSCAPE™
NOVEMBER, DECEMBER 2011

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THE MICHIGAN LANDSCAPE™
MAY/JUNE 2011 • VOLUME 54 NO. 3

Going Native
with Michigan Trees
Michigan &
Midwestern
Marketing Practices
i-Tree & the
National Tree
Benefit Calculator

Your Connection to Michigan's Green Industry



2012

ADVERTISING MEDIA KIT

GENERAL INFORMATION

Target Demographics: Professional nursery and landscape businesses, Certified Green Industry Professionals, educators, green industry professionals and subscribers throughout Michigan, 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 publication is packed with the most up-to-date industry news, covering every segment of the nursery and landscape industry. It is published bimonthly with a circulation of 5,500 per issue.

Estimated Readership: 10,000

Scope of Michigan's Green Industry: The Michigan nursery, plant production and landscaping industries employ one in 15 Michigan residents and contribute \$3.7 billion to Michigan's economy. Michigan's green industry is the second largest agriculture commodity group in Michigan and the fifth largest in the United States.

About MNLA: MNLA, established in 1922, is the state trade association that represents over 8,000 licensed green industry firms in Michigan. MNLA's mission is to foster the well-being and integrity of 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.

REQUIREMENTS

Please note the following for ad submission:

Digital (preferred):

- *THE MICHIGAN LANDSCAPE™* is produced on Macintosh with InDesign, Adobe Photoshop, and Adobe Illustrator.
- High-resolution PDF files w/fonts embedded and raster images at 350 dpi are encouraged.
- Macintosh QuarkXPress, PageMaker and Macromedia Freehand files and Windows files of QuarkXPress, PageMaker, InDesign, Photoshop, Illustrator, Corel Draw are accepted, but will incur additional production charges.
- Display ads created in Microsoft Word or Microsoft Publisher cannot be accepted.

- File transfer media: DVD, CD, FTP, e-mail (files less than 6MB)
- Images: 350 dpi, CMYK or grayscale TIFF or EPS; line art: 1200 dpi, TIFF or EPS

Mechanical:

- Digital ad materials preferred; negatives or camera-ready are acceptable and will incur additional production charges.
- Proofs: Two hardcopy proofs are required (in color if a color ad). Material submitted in any other form than delineated above may result in color alterations for which publisher is not responsible.

THE MICHIGAN LANDSCAPE™ RATES

In 2012, we're continuing to offer you 2005 ad rates!

2012 ADVERTISING RATES

Four-Color Covers	6x	3x	1x
Back	\$966	\$1022	\$1079
Inside Front	918	972	1026
Inside Back	893	945	998
Front Facer	880	932	983

Four-Color Display

Full Pg (V)	\$765	\$810	\$855
2/3 Pg (V)	616	653	689
1/2 Pg Island (V)	581	615	649
1/2 Pg (H) or (V)	558	590	623
1/3 Pg (S), (H) or (V)	485	513	542
1/4 Pg (V)	453	480	506
1/6 Pg (V)	411	435	459

Black-and-White Display*

Full Pg (V)	\$446	\$473	\$499
2/3 Pg (V)	298	315	333
1/2 Pg Island (V)	262	277	293
1/2 Pg (H) or (V)	239	253	267
1/3 Pg (S), (H) or (V)	166	176	185
1/4 Pg (V)	134	142	150
1/6 Pg (V)	92	97	103

*MNLA green (PMS 335) is available at \$50 in addition to the cost of the ad.

Spot-color process match, specific PMS, metallic and exclusive colors are also available at additional cost; call for pricing.

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. Minimum production charge is \$10. **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, postcard stitch (single and double), single page stitch, two-page stitch, glued in items, or any other specialty advertising tools.

CLASSIFIED ADVERTISING

Help Wanted and For Sale Ads: 30 cents per word. Logos are an additional \$5.00 each. Photos are an additional charge at the 1/6 page Black-and-White Display ad (6x) price of \$92.

Classified ads must be received by the 30th of the month 4 weeks prior to the issue to be published (i.e. by March 30 for May/June issue). Agency discounts do not apply to classified advertising. For a price quote, fax or e-mail your ad to the MNLA office prior to the closing date (FAX: 517-381-0638; E-mail: jdwyer@mnla.org).

DISPLAY ADVERTISING DEADLINES

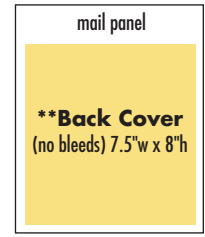
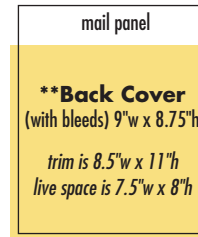
Space: 15th of the month 2 months prior to issue date (i.e. Sept. 15th for Nov/Dec issue)

Materials:

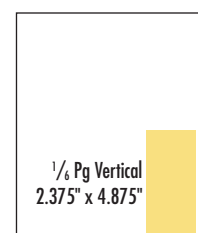
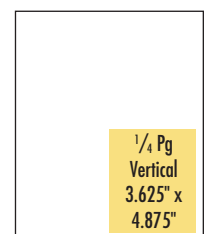
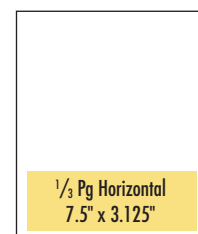
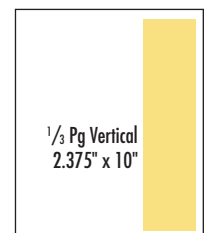
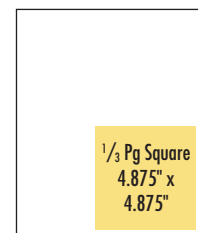
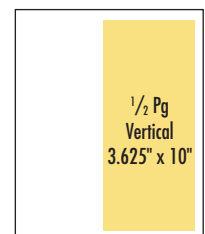
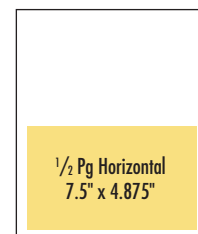
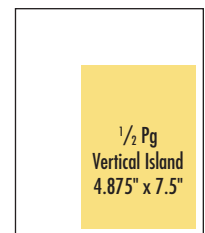
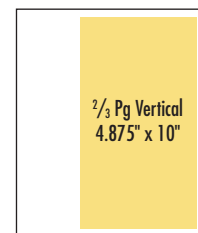
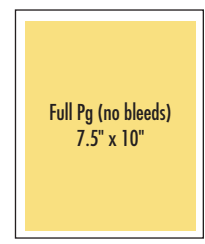
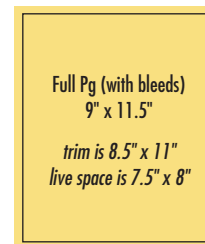
Print-ready ads are due on the 20th of the month 2 months prior to issue date

Ads requiring design or layout changes are due on the 18th of the month 2 months prior to issue date. Please note: Design/layout charges are \$60/hour. Minimum production charge is \$10.

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.



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



Please note:
All dimensions
are listed as
width x height

2012 ADVERTISING INSERTION ORDER

Advertiser _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

FAX: _____

E-mail: _____

Agency _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

FAX: _____

E-mail: _____

The Michigan Landscape (TML):

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 Island Vertical

1/2 Pg Vertical

1/3 Pg Vertical

1/4 Pg Vertical

1/6 Pg Vertical

COLOR

Full Color

Black and White

Black plus one color

FOUR COLOR COVER POSITION

Inside Front Cover

Front Facer

Inside Back Cover

Back Cover** See ad size chart

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: _____

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 in writing 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 ad space. MMLA members are entitled to a five percent discount on prepaid ad space and invoices paid within 10 days (one discount allowed per insertion). First-time advertisers/agencies must complete a credit application and prepay advertising to ensure proper placement. Call your advertising sales representative for assistance and credit approval information.

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.