

Virginia Nursery & Landscape Association

2009 GUIDE TO VIRGINIA GROWERS

Advertising Guidelines and Application

Guide Format

The guide will measure 8-1/2" wide by 11" deep and feature an attractive color cover. Ads will be dispersed throughout the guide to provide greater opportunity for users to notice your ad. 4,500 copies will be printed and distributed at MANTS, SNA, PANTS, Mid-Atlantic Horticulture Conference, and mailed to VNLA members, landscape architects, and out-of-state garden centers and landscape contractors in Maryland, Delaware, Pennsylvania, New Jersey, and New York and other's that have previously requested copies.

Required Materials/Black-and-White Ads

To receive the quoted rates for black-and-white ads, advertisers must submit either a velox of the ad or finished artwork in Microsoft Word format, Mac Quark, PageMaker, PhotoShop, etc on a disk. Contact the VNLA Office for other computer formats. Adobe PDF files are acceptable if all fonts and images are included.

Required Materials/Color Ads

Filmwork must be provided for all color ads, based on the following specifications. You must provide a film-screened negative, right-reading, emulsion side down, with a 150- or 175-line screen. Any costs incurred by the publisher for advertisers who provide material other than film-screened negatives will be re-billed to the advertiser or their agency at cost plus 35 percent. Any advertisers to whom this applies will be notified in advance.

Cancellations

Once a space reservation has been made, no refunds are available if the advertiser decides to cancel for any reason.

Space Reservation Deadline

Full payment of the applicable placement rate is due with the application.
The deadline for reserving an ad is September 30, 2008.

Camera-Ready Art Deadline

The deadline for receipt of your ad or disk is October 30, 2008

If this is a problem, call the VNLA Office.

Payment

Full payment must accompany your application and space reservation. For advertisers who will incur additional charges for ad creation assistance or ad production, separate notification will be made of the additional costs. A check for the balance will be due within 15 days of that notification.

Checks should be made payable to the "Virginia Nursery & Landscape Association."
Please indicate on the check that it's for a "Guide ad."

Questions, please call the VNLA Office at 800-476-0055 or Fax 540-382-2716 or [Email: info@vnla.org](mailto:info@vnla.org)

VNLA Guide Display Ad Order Form

Ad Size and Maximum Image Area:

Advertisement

Half page black-and-white
 Half page/two to four colors
 Full page/two to four colors and B&W

Maximum Image Area

7 - 1/2" wide by 5" deep
 7 - 1/2" wide by 5" deep
 7 - 1/2" wide by 10" deep

Reference
 Used
 All Year!

Please indicate desired ad placement:

General Placement (interspersed in Guide listings)

<input type="checkbox"/>	Half page/black-and-white	\$175.00
<input type="checkbox"/>	Full page/black-and-white	\$275.00
<input type="checkbox"/>	Half page/two to four colors	\$350.00
<input type="checkbox"/>	Full page/two to four colors	\$550.00

Premium Placement (Available on a first-come, first-served basis)

<input type="checkbox"/>	Inside Front Cover (Full Page/Color Only)	\$750.00
<input type="checkbox"/>	Inside Back Cover (Full Page/Color Only)	\$750.00
<input type="checkbox"/>	Back Cover (Full Page*/Color Only)	\$950.00

*(Maximum height of 7" with 2" at bottom reserved for return address, postage permit and mailing label)

Company: _____

Contact: _____

Address: _____

City: _____, VA Zip: _____ - _____

Phone: _____ - _____ - _____ Fax: _____ - _____ - _____

Payment Method: <input type="checkbox"/> Cash <input type="checkbox"/> Check to VNLA # _____ <input type="checkbox"/> Credit Card	
Credit Card # _____ - _____ - _____ - _____	
Expiration Date: ____/____/____	
(Signature)	
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Discover <input type="checkbox"/> American Express	