

383 Coal Hollow Road
Christiansburg, VA 24073-6721

540-382-0943
1-800-476-0055
Fax: 540-382-2716
Email: info@vnla.org
Website: www.vnla.org

April 2, 2008

To: VNLA Wholesale Growers

REF: VNLA Guide To Virginia Growers

The Virginia Nursery & Landscape Association is pleased to announce the 14th edition of the *VNLA Guide To Virginia Growers* for 2009. The twelve previous editions have received very positive responses! As in the previous Guide, this valuable resource will tell your customers and potential customers: who you are; where you're located; what nursery stock items you carry; and how they can reach you.

The Wholesale Plant Guide will feature the following:

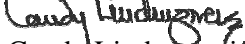
- Alphabetical plant listings of trees and shrubs, with your company name and phone number, with each plant variety and whether it is B&B or container.
- Categories for perennials, vines, annuals, ground covers, bamboo and ornamental grasses, ferns, aquatic and wetland plants, fruit, Christmas trees, and liners.
- An alphabetical directory of Virginia growers, a Virginia map showing customers where you're located and a listing of areas where you ship.

In addition to the product listings, we'll also be making color and black-and-white advertising space available to give you even greater exposure for a small investment. Attached is information on display ads in the Guide. We would like to encourage you to place a display ad in the Guide. When you consider that this is a publication is used for a year, not read once and tossed, the cost to reach 5,000 potential buyers is minimal. To be included, you must fill out the enclosed application and **return it to us no later than September 30, 2008.**

These Guides are distributed at the VNLA booth at MANTS, the Mid-Atlantic Horticulture Short Course and other meetings and shows in the Mid-Atlantic region. They are also mailed to all VNLA members, landscape architects and designers, county agents, foresters, as well as, other firms that request copies. Copies are also mailed to landscape contractors and garden centers in West Virginia, Maryland, New York and New Jersey. The VDACS Division of Marketing is helping distribute and market Virginia grown nursery products out of state. **The entire Guide is also on the VNLA website at www.vnla.org/search.asp . You can update this listing anytime during the year by sending any changes to the VNLA office.**

Because we plan to distribute this handy reference to a targeted audience, this is an outstanding opportunity to target your customers with the information they need to do business with you. If you need another copy of the current 2008 Guide, contact the VNLA Office. We look forward to hearing from you and sharing the news that VNLA members are growing a better Virginia!

Sincerely,



Candy Lindenzweig, Pres. Virginia Nursery & Landscape Association

Cc: Mark Maslow, Public Relations Chair

Enclosures: Forms for 2009 listings

Forms for advertising opportunities

Virginia Nursery & Landscape Association's 2009 GUIDE TO VIRGINIA GROWERS

Application for Listing in Guide

Company Name: _____

Contact Person: _____

Street Address: _____

City: _____ VA (Zip+4) _____ - _____

Telephone: (_____) _____ - _____ 1-800- _____ - _____

Fax: (_____) _____ - _____ Email: _____

Website: www. _____

[_____] Check here if you want to place a display ad in the Guide and fill out the attached order form.

Please attach your updated previous year listing and any additions.

Listing Fee Chart

Your # of Listings	# of Listings	Listing Cost
	1-11	\$40 Minimum
	12-50	\$3.50 each
	51-100	\$2.75 each
	101-250	\$2.50 each
	251-500	\$2.00 each
	501+	\$1.75 each

Return to:

VNLA Guide to Virginia Growers
383 Coal Hollow Rd
Christiansburg, VA 24073-6721

Questions - Contact: Mark
Maslow, Chair, 434-821-6004

Check	Shipping Area	
	All USA	US
	East of Mississippi	East
	Northeast	NE
	Mid-Atlantic	MidAtl
	Southeast	SE
		Other

Check your number of listing above and fill in the appropriate payment method and amount.

Payment Method: Check # _____ to VNLA for \$ _____ (see fee chart top left)

Credit Card (fill in below) for \$ _____ (see fee chart top left)

Credit Card # _____ - _____ - _____

Expiration Date: _____ / _____

(Signature)

Visa MasterCard Discover American Express

Deadline: September 30, 2008

(GuideApplication)

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: Cash Check to VNLA # _____ Credit Card

Credit Card # _____ - _____ - _____ - _____

Expiration Date: ____/____/____

(Signature)

Visa MasterCard Discover American Express

Return to: Virginia Nursery & Landscape Association

383 Coal Hollow Rd, Christiansburg, VA 24073-6721



Directions for listing plants

Use the enclosed blank form to add new plant listings.

Make additional copies of the form before you start,
if you are going to add more than 20 new plant listings.

Please print or type so that we can get the spelling correct.

Questions? Call 1-800-476-0055

Email: info@vnla.org

Fax: 540-382-2716

