



To: MNLGA and Allied Green Industry Members

From: Kelly Finney, Free State News

Date: March 8, 2018

Re: Free State News Advertising Information

Please find enclosed all the information you need to advertise in The Maryland Nursery, Landscape and Greenhouse Association's Free State News.

Of utmost importance is that our premium and in-line color ad rates for 2018 remain unchanged as does the outstanding quality of the design, layout and digital production methods of the magazine. Regarding the content, in addition to our regular feature articles and musing from local members of the green industry, we are always reviewing new content and features as well. If you are interested in writing or submitting an article of interest, please contact us at 410-823-8684.

One change that I believe will be universally popular is the return to a price list that is segmented by category (cover, color and black/white) as well as member and non-member pricing. We have done a lot of the math for you, but if you have any questions, please e-mail me at freestate@mnlga.org or call me at 410-823-8684. I want to thank all of you who responded to our request for feedback especially regarding the price list.

Please complete the enclosed contract and send it back to us either by fax, 410-296-8288 or scan and e-mail the contract to freestate@mnlga.org. And those who prefer US Mail, our address remains MNLGA • c/o Free State Advertising • PO Box 726 • Brooklandville • Maryland • 21022

And, if you have any questions, please me (Kelly) at 410-823-8684.

Thank you for your continued support of the MNLGA by advertising in the Free State News and all best wishes for a successful year.

P.O. Box 726 | Brooklandville, MD 21022 | Phone (410) 823-8684 | Fax (410) 296-8288

Get Active • Stay Involved

www.mnlga.org | office@mnlga.org



Free State Nursery, Landscape and Greenhouse News 2018 Advertising Contract • Rates and Positions

Free State Advertising Opportunities

MNLGA Member Rates

Non-Member Rates

Premium - May/Aug/Dec Issues			Premium - May/Aug/Dec Issues		
Back ** 3 Issue Total Cost	\$1,500		Back ** 3 Issue Total Cost	\$1,875	
Inside Front	1,470		Inside Front	1,850	
Inside Back	1,395		Inside Back	1,775	
Front Facer	1,370		Front Facer	1,750	
MNLGA Member Rates			Non-Member Rates		
Color Ad Pricing (per Issue)			Color Ad Pricing (per Issue)		
	1x	3x		1x	3x
Full Page	450	390	Full Page	590	500
1/2 Page	390	350	1/2 Page	480	415
1/4 Page	335	310	1/4 Page	395	350
MNLGA Member Rates			Non-Member Rates		
B/W Ad Pricing (per Issue)			B/W Ad Pricing (per Issue)		
	1x	3x		1x	3x
Full Page	325	265	Full Page	440	350
1/2 Page	265	225	1/2 Page	330	265
1/4 Page	210	195	1/4 Page	245	200

Issue	space close	ads due
May	4/6	4/13
August	6/22	6/29
December	10/26	11/2

Most recent issues available year round on mnlga.org

** Full-page four-color ads required on cover positions.

The trim size for Free State is 8.5 inches x 11 inches. Full page ads with bleeds should be 8.5 x 11 plus .125 inches (1/8 inch) on all four sides or 8.75 x 11.25.

Note: Priority for specific positions is given to previously contracted advertisers.

WHERE POSSIBLE, Please submit advertising copy electronically via e-mail to freestate@mnlga.org or on a CD. PC or MAC files are both acceptable and *please indicate your file format and make sure that all fonts and linked files are included.*

Our preferred file formats are: PDF, TIF, JPG, PSD, Quark, EPS, and Microsoft Word

Ad Sizes: Full page: 7.5 x 9.75
 1/2 page Vertical: 3.625 x 9.75
 1/2 page Horizontal: 7.5 x 4.625
 1/4 page: 4.625 x 3.625

**MNLGA Free State News
2018 Advertising Contract • Contact - Billing Information • Terms and Conditions**

Submit Free State Advertising Insertions orders to:

**Kelly Finney | PO Box 726 | Brooklandville, MD 21022
Phone: 410-823-8684 | Fax: 410-296-8288 | freestate@mnlga.org**

Order Date: _____

Company Name: _____

Contact Name: _____ Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Web Site: _____

Agency Discount: _____ TOTAL: _____

Issue: May August December

Ad Size: _____ B/W Color Rate: \$ _____ Position: _____

I/We Wish to: Run our 2017 Ad Submit New Art by the Deadline on Page 1

(Preferred position placement, not including premium positions, add 10%)

Authorized by *(please print)*: _____

Authorization signature: _____

Date: _____ PO Number: _____ MasterCard Visa

Credit Card No: _____

3 Digit Code #: _____ Expiration Date: _____

Printed Name of Cardholder: _____

Signature of Cardholder: _____

** New E-Mail Address for Free State News: freestate@mnlga.org

Terms and conditions on reverse

Advertising Terms and Conditions

"Publisher" refers to the MNLGA. 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 three 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 canceled 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 MNLGA before the published closing date. Cancellations are not accepted after the published closing dates of each issue.

Commission, Credit Terms and Payments

All advertising must be paid in advance of each insertion. Checks, VISA, and MasterCard, are accepted. Please mail checks to:

Maryland Nursery, Landscape and Greenhouse Association or MNLGA
c/o Free State News
P.O. Box 726
Brooklandville, Maryland 21022

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 in arrears, as reflected in association records

**** E-Mail Address for Free State News: freestate@mnlga.org**