2020 MEDIA KIT

Reach your target audience with INLA!

Landscape Contractors, Wholesale Growers, Greenhouse Growers, Grounds Managers, Lawn Care Professionals, Arborists, Business Leaders, and more!

Multiple advertising opportunities available — print and digital!
If you market to the nursery and landscape industry in the Indiana region, there is no better way to reach your targets than INLA’s official marketing vehicles. Each carries your marketing message to professionally connected nursery and landscape professionals with vital decision-making power. And with cost-effective rates, a schedule with INLA is a smart buy!

**Indiana Nursery & Landscape News**

As the Indiana Nursery and Landscape Association’s flagship publication, *Indiana Nursery & Landscape News* is the only magazine in Indiana that reaches key decision makers in the green industry. This full-color bimonthly publication serves as the voice for INLA and provides members with vital information and coverage of industry trends. The INLN is also available digitally through the INLA website and the INLA eNewsletter.

**Indiana Green Expo Program**

The Indiana Green Expo (IGE) is Indiana’s most comprehensive green industry educational conference and trade show. Attendees from Indiana and the surrounding states use this pocket sized program to help guide them through three action-packed days. Your advertisement reaches decision-makers during the important off-season, when many buying decisions are made. The show program is also available digitally and posted on the Indiana Green Expo website.

**INLA eNewsletter**

Published on every month, this digital newsletter is packed with timely information and is delivered right to the inboxes of Indiana’s green industry professionals. Free to all. Sign up to receive the eNewsletter at our website, https://inla1.org/.

**To view past issues of these publications, go to:**
http://inla1.org/about-inla/publications/

**INLN publication dates & deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ads Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb 2020</td>
<td>December 1, 2019</td>
</tr>
<tr>
<td>Mar/Apr 2020</td>
<td>February 1, 2020</td>
</tr>
<tr>
<td>May/Jun 2020</td>
<td>April 1, 2020</td>
</tr>
<tr>
<td>Jul/Aug 2020</td>
<td>June 1, 2020</td>
</tr>
<tr>
<td>Sep/Oct 2020</td>
<td>August 1, 2020</td>
</tr>
<tr>
<td>Nov/Dec 2020</td>
<td>October 1, 2020</td>
</tr>
</tbody>
</table>

**artwork requirements**

**digital artwork only**

- File Format: High resolution (300 dpi) PDF, TIFF, or EPS.
- PDFs: should have fonts embedded and EPS files must have fonts outlined.
- Color: All ads must be in CMYK or Grayscale.

Digital ads sent in native application: We accept ads in InDesign, Illustrator or Photoshop. Be sure to include all supporting files — images and fonts when submitting application files.

File transfer: email / Send files to mary@ecumulus.com.

NOTE: The quality of the published advertisement depends upon the materials provided. The publisher assumes no responsibility for errors in the copy submitted by the advertiser.

**mechanical**

Digital ad materials only. High resolution (300 dpi) PDF, TIFF, or EPS.

**right of publisher**

INLA reserves the right to refuse or to edit any advertisement for any reason it deems necessary.
magazine advertising opportunities

Your advertising message couldn’t be planted in more fertile ground. Surround your ad in an attractive and informative environment and deliver it to engaged readers.

### INLA member rates

<table>
<thead>
<tr>
<th>Premium</th>
<th>1x</th>
<th>6x</th>
<th>Special Issues 1x (Mar/Apr &amp; Nov/Dec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back</td>
<td>$600</td>
<td>$570</td>
<td>$672</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$575</td>
<td>$546</td>
<td>$644</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$575</td>
<td>$546</td>
<td>$644</td>
</tr>
<tr>
<td>Sticky note on cover (3”x3”)</td>
<td>$675</td>
<td>$641</td>
<td>$756</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Display</th>
<th>Full Page</th>
<th>$510</th>
<th>$473</th>
<th>$567</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/3 Page</td>
<td>$384</td>
<td>$359</td>
<td>$473</td>
<td></td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$347</td>
<td>$325</td>
<td>$410</td>
<td></td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$265</td>
<td>$252</td>
<td>$315</td>
<td></td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$150</td>
<td>$143</td>
<td>$168</td>
<td></td>
</tr>
</tbody>
</table>

### Non-member rates

<table>
<thead>
<tr>
<th>Premium</th>
<th>1x</th>
<th>6x</th>
<th>Special Issues 1x (Mar/Apr &amp; Nov/Dec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back</td>
<td>$672</td>
<td>$638</td>
<td>$753</td>
</tr>
<tr>
<td>Inside Front</td>
<td>$644</td>
<td>$612</td>
<td>$721</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$644</td>
<td>$612</td>
<td>$721</td>
</tr>
<tr>
<td>Sticky note on cover (3”x3”)</td>
<td>$756</td>
<td>$718</td>
<td>$847</td>
</tr>
</tbody>
</table>

### Display

| Full Page | $567 | $539 | $635 |
| 2/3 Page | $473 | $410 | $536 |
| 1/2 Page | $410 | $372 | $473 |
| 1/3 Page | $315 | $296 | $372 |
| 1/6 Page | $168 | $160 | $198 |

### Other Advertising Opportunities

**Classified Ads**

Classified ads for the print magazine are accepted at the rate of $23 for the first 25 words, numbers or abbreviations (minimum charge) plus $1 per word thereafter.

**INLA E-NEWSLETTER ADS**

Two ad sizes are offered. Horizontal = 350 pixels x 150 pixels Vertical = 160 pixels x 250 pixels

### Size Requirements

- **Back Cover**
  - 7.5” w x 8” h
  - This allows for the 2” mail panel at the top of the page

- **Full Page**
  - 7.5” w x 10” h (non-bleed)

- **Two-thirds (2/3)**
  - 4.9” w x 10” h

- **Half-page (1/2)**
  - Horizontal: 7.5” w x 4.9375” h
  - Vertical: 3.625” w x 10” h

- **One-third (1/3)**
  - Vertical: 2.25” w x 10” h
  - Horizontal: 7.5” w x 3.25” h

- **One-sixth (1/6)**
  - 2.25” w x 4.63” h

### Additional Charges

Publisher will charge for all costs incurred in preparing mechanicals for submitted advertisements that do not meet specifications.

Typesetting/Layout charges are $95/hour. Minimum production charge is $30.

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. For preferred positioning, add 10%.

**Indiana Green Expo Show Program (February 11–13, 2020)**

<table>
<thead>
<tr>
<th>Premium</th>
<th>Size</th>
<th>Member</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full pages only</td>
<td>Back Cover 7.5” w x 7.5” h 465 525 635 740</td>
<td>Inside Front 7.5” w x 7.5” h 465 525 635 740</td>
<td>Inside Back 7.5” w x 7.5” h 415 470 575 685</td>
</tr>
<tr>
<td>Display</td>
<td>Full Page 3.25” w x 7.5” h 285 350 375 450</td>
<td>1/2 Page 3.25” w x 3.625” h 210 285 255 330</td>
<td>1/4 Page 3.25” w x 1.75” h 180 255 210 295</td>
</tr>
</tbody>
</table>


*IGE 2018 Conference and Trade Show is February 11–13, 2020
More info at http://indianagreenexpo.com/

**Publication Info:**

Trim size = 4.25” w x 11” h

**Bleed Specs:** (for full page ads only)

Bleed size = 4.75” w x 9.0” h (bleed = .25” all around)

Live area = 3.25” w x 7.5” h
submit advertising insertion orders and artwork to:

Mary Breidenbach, INLA ad sales
Phone/Fax: (317) 757-8634 • Email: mary@ecumulus.com

Order Date: ____________________ Agency Name: __________________________________________________________

Company Name (as to appear in Advertisers Index): _____________________________________________________

Contact Name: ___________________________________________ Email: ________________________________

Billing Address: _____________________________________________________________________________________

City: ____________________________ State: ________ Zip: __________________

Phone: ___________________________ Web Site: ___________________________________________________________

Company Name (as to appear in Advertisers Index): _____________________________________________________

Order Date: ________________ Agency Name: __________________________________________________________________________

INLN Magazine 2020 issues
☐ Jan/Feb ( ) Mar/Apr ( ) May/June ( ) July/Aug ( ) Sept/Oct ( ) Nov/Dec

Size: __________________________ Rate: __________________________ Premium/Position: __________________________

Indiana Green Expo 2020 (Show dates: February 11–13, 2020)

Size: __________________________ ( ) B/W ( ) Color Rate: __________________________ Premium/Position: __________________________

INLA eNewsletter Ad ( ) Horizontal ( ) Vertical ( ) 1x ( ) 3x ( ) 6x ( ) 12x Rate:____________________

TOTAL: __________________________ ( ) Prepay ( ) Invoice

Authorized by (please print): ____________________________________________________________ Authorization signature: __________________________

Date: __________________________ PO Number: __________________________ ( ) MasterCard ( ) Visa ( ) Discover ( ) AmExpress

Credit Card No: __________________________ Security Code #________________________ Expiration Date: __________

Printed Name of Cardholder: ______________________________________________________ Signature: __________________________

Email for receipt: ________________________________________________________________________________

Advertising Terms and Conditions
All rates are Net (Non-Commissionable). “Publisher” refers to the INLA. 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 notice or 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 noncontract 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 Indiana Nursery and Landscape News before the published closing date. Cancellations are not accepted after closing dates of each issue.

Commission, Credit Terms and Payments
INLA will invoice after each issue unless you prefer to pay in advance. Please indicate your preference on the insertion order form. Checks, VISA, MasterCard, Discover, and American Express accepted. Please mail payments to:

Indian Nursery & Landscape Association
7915 Emerson Ave., Ste 247
Indianapolis, IN 46237
800-443-7336 • 317-889-2382
email: hagbard.nick@att.net

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 separately 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.