

*The Official Publication of the Indiana Nursery & Landscape Association*

# Indiana Nursery & Landscape News



[www.inla1.org](http://www.inla1.org)

## 2023 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!

## editorial

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 through the IGE website and sent the INLA eNewsletter.



audience	vehicle	circulation	distribution	frequency
Landscape designers, contractors and management firms; nursery centers; greenhouse and nursery production; growers; suppliers to the nursery and landscape industry.	Indiana Nursery & Landscape News	500, expands to 1,200 – 1,500 for Mar/Apr & Nov/Dec	Mailed to INLA members, educators, and industry professionals	6 times per year
	Indiana Green Expo Program	2,000	Distributed to attendees of IGE Show	1 time per year
	INLA eNews	Call for current data	Emailed to subscribers	12 times per year

### 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

issue	ads due
Jan/Feb 2023	December 1, 2022
Mar/Arp2023	February 1, 2023
May/Jun 2023	April 1, 2023
Jul/Aug 2023	June 1, 2023
Sep/Oct 2023	August 1, 2023
Nov/Dec 2023	October 1, 2023

## 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 ad files to [rhaggard@inla1.org](mailto:rhaggard@inla1.org).

*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			
premium <i>full pages only</i>	1x	6x	Special Issues 1x <i>(Mar/Apr &amp; Nov/Dec)</i>
Back	\$600	\$570	\$672
Inside Front	\$575	\$546	\$644
Inside Back	\$575	\$546	\$644
sticky note on cover (3"x3")	\$675	\$641	\$756
display			
Full Page	\$510	\$473	\$567
2/3 Page	\$384	\$359	\$473
1/2 Page	\$347	\$325	\$410
1/3 Page	\$265	\$252	\$315
1/6 Page	\$150	\$143	\$168

non-member rates			
premium <i>full pages only</i>	1x	6x	Special Issues 1x <i>(Mar/Apr &amp; Nov/Dec)</i>
Back	\$672	\$638	\$753
Inside Front	\$644	\$612	\$721
Inside Back	\$644	\$612	\$721
sticky note on cover (3"x3")	\$756	\$718	\$847
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.

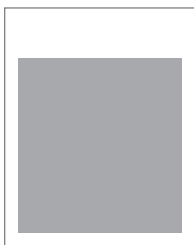
#### INLA E-NEWSLETTER ADS

Ad size:

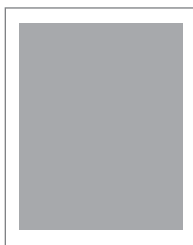
Horizontal = 600 pixels x 257 pixels

	1x	3x	6x	12x
Horizontal	\$90	\$81	\$72	\$63

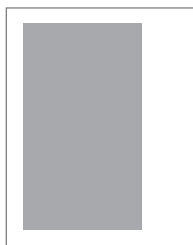
### size requirements



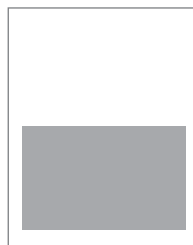
**Back Cover**  
7.5" w x 8" h  
*This allows for the 2" mail panel at the top of the page*



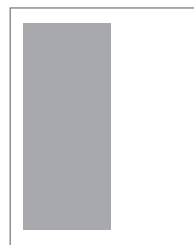
**Full Page**  
7.5" w x 10" h (non bleed)  
*Bleed size: 8.75" x 11.25"  
Live area: 8.25" x 10.75"*



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



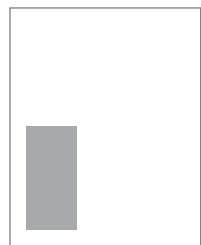
**Half-page (1/2) horizontal**  
7.5" w x 4.9375" h



**Half-page (1/2) vertical**  
3.625" w x 10" h



**One-third (1/3) Vertical:**  
2.25" w x 10" h



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

Document trim size: — 8.5" w x 11" h

Horizontal:  
7.5" w x 3.25" 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 (2023)

premium <i>full pages only</i>	size	member		non-member	
		bw	color	bw	color
Back Cover	3.25" w x 7.5" h	\$465	\$525	\$635	\$740
Inside Front	3.25" w x 7.5" h	\$465	\$525	\$635	\$740
Inside Back	3.25" w x 7.5" h	\$415	\$470	\$575	\$685
display					
Full Page	3.25" w x 7.5" h	\$285	\$350	\$375	\$450
1/2 Page	3.25" w x 3.625" h	\$210	\$285	\$255	\$330
1/4 Page	3.25" w x 1.75" h	\$180	\$255	\$210	\$295

### Artwork for the 2023 Show Program due January 9, 2023.

IGE 2023 Educational Program & Trade Show is January 30 - February 1, 2023 at the Indiana Convention Center in Indianapolis, IN. More info at <http://indianagreenexpo.com/>

#### Publication Info:

Trim size = 4.25" w x 8.5" 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:**

Rick Haggard, INLA Executive Director  
Phone: (765) 366-4994 • Email: rhaggard@inla1.org

**2023**

Order Date: \_\_\_\_\_ Agency Name: \_\_\_\_\_  
Company Name (as to appear in Advertisers Index): \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Web Site: \_\_\_\_\_

**INLN Magazine 2023 issues**

( ) Jan/Feb ( ) Mar/Apr ( ) May/June ( ) July/Aug ( ) Sept/Oct ( ) Nov/Dec

Size: \_\_\_\_\_ 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 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 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:

Indiana Nursery & Landscape Association  
7915 Emerson Ave., Ste 247  
Indianapolis, IN 46237  
800-443-7336 • 317-889-2382  
email: rhaggard@inla1.org

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.