

Reach Over 1,200 Nursery & Landscape Professionals With Your Ad In



Publication & Rate Schedule

ISSUE	DEADLINE
Number 1.....	February 1
Number 2.....	May 1
Number 3.....	July 1
Number 4.....	September 1
Number 5.....	November 1

Questions?
 Call Bob Heffernan at
 CNLA Headquarters:
 203-445-0110. 800-562-0610.
 Connecticut Nursery & Landscape Association
 Post Office Box 414
 Botsford, Connecticut 06404
 E-mail: ConnNrsry@aol.com

RATES, FORMAT & DISCOUNTS

- B&W Advertising Rate: \$8.00 per column inch, per issue.
- Full Color Rate: \$12.00 per column inch, per issue
- 10% premium fee for placement on inside front cover and outside back cover
- Format: Magazine uses a 3-column format
- Column width: 2-1/2 inches
- Maximum column height: 10 inches
- Maximum column inches per page: 30.
- Advertisers may be charged for typesetting or photographic or layout if copy is not camera-ready.
- Volume Discounts: taken only at placement of advertising order:

\$200-\$400.....	5%
\$401-\$600.....	10%
\$601 & up.....	15%
- Submitting Ad Files: high-resolution PDFs preferred. Magazine uses Quark 6 Mac. Can also accept TIF & EPS files. Also JPG & GIF.




Advertising Order



RETURN THIS FORM & YOUR PAYMENT TO:
 Connecticut Nursery & Landscape Association
 P.O. Box 414, Botsford CT 06404
 800-562-0610 • Fax 203-261-5429
 E-mail: ConnNrsry@aol.com

Date _____
 Company _____
 Contact _____
 Address _____
 Town _____ State _____ Zip _____
 Phone _____ Fax _____

ISSUES REQUESTED _____

 Check enclosed for \$ _____
 Send bill (strict net 30)
 Credit Card Card Number: _____
 Expiration ____/____ Signature _____

AD COST CALCULATION	
Ad Size (# of inches tall times # columns wide).....	_____ in.
Cost per inch BW.....	x \$8.00
Cost per inch Color.....	x \$12.00
Number of issues.....	x _____
Subtotal.....	= \$ _____
Discount allowed.....	- _____
TOTAL.....	\$ _____

TERMS & CONDITIONS: Payments to the Connecticut Nursery & Landscape Association may be tax deductible as business expenses, not as charitable contributions. All fees non-refundable. Advertiser understands that quality of published ads depends on quality of original art or electronic files furnished to CNLA by the advertiser, and agrees to pay for the ad regardless of final publication quality.