

Your Ad Keeps Working for You — All Year Long.

You'll reach nearly 1,000 nurseries, garden centers, and landscapers when you advertise in CNLA's 2010 Yearbook.

The journal is the official record of Connecticut's \$400 million nursery & landscape industry, listing most of the staff and companies.

The 2010 Yearbook features beautiful 4-color covers in 8.5" x 5.5" format. It also has many full-color pages inside for your ads, along with black and white pages. By advertising, you'll receive your own personal copy.

It's a handy, prestigious reference book that's kept all year long as the definitive directory of where nursery, landscape, and garden center professionals can find your business—and where you can find them.

Let us reserve a place in there for you!
Your ad deadline is March 1.



Yearbook 2010

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

Ad deadline: March 1, 2010.

Company _____
 Contact _____
 Address _____
 Town _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail: _____

AMERICAN EXPRESS
CHARGE TO YOUR CREDIT CARD:
 Card Number: _____
 Expiration ____/____
VISA
 Signature _____

ADVERTISING RATES (circle size & amount)

SIZE	B&W	COLOR
Business card	\$75.00	\$150.00
Half-page ad	\$150.00	\$250.00
Full-page ad	\$250.00	\$350.00
Inside front cover COLOR	NA	\$600.00
Inside back cover COLOR	NA	\$600.00
Outside back cover COLOR	NA	\$700.00

Typesetting/layout service (if needed) \$25.00 \$25.00

TOTAL ENCLOSED:\$_____

TERMS & CONDITIONS: Payments to the Connecticut Nursery & Landscape Association may be tax deductible as business expenses, not as charitable contributions. All fees nonrefundable. Advertiser understands that quality of ads in Yearbook 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 Yearbook publication quality.

The CNLA Yearbook 2010 Publication Information, Sizes & Rates

Overall book size: 8.5" x 5.5". Covers in full color (with bleed). Inside pages available in both color and black-and-white. Colors pages automatically placed forward in the book. This book uses a comb binding, so be aware that the binding will inset at least .25" into a bleed on one side. Submit camera-ready copy and photos, or electronic files. CNLA works in Quark Mac. We can also translate high-resolution PDF files, along with TIF, GIF, JPG, EPS files. E-mail address: ConnNrsry@aol.com
Typesetting/layout charges \$25 & up. Ad deadline: March 1, 2010.

<u>AD</u>	<u>SIZE</u>	<u>B&W</u>	<u>COLOR</u>
Business card	3.5"x2"	\$75.00	\$150.00
Half-page	4.75"x3.5"	\$150.00	\$250.00
Full page	4.75"x7.5"	\$250.00	\$350.00
Inside front cover	8.5"x5.5"	NA	\$600.00
Inside back cover	8.5"x5.5"	NA	\$600.00
Outside back cover	8.5"x5.5"	NA	\$700.00



**It's The Book
They Keep
—With Your Ad
Inside All Year Long.**

