



ADVERTISING IN THE INLA NEWSLETTER

IS A GREAT WAY
TO BENEFIT YOUR
COMPANY'S MARKETING
STRATEGY.

-Ryan Ritter, Ritter's Inc.



Get More Bang For Your Buck

The INLA monthly newsletter gives you the exposure your business needs.



Reach More Professionals

A targeted and growing distribution reaches the most Iowa industry professionals.



Sit Back, It Is Easier Than Ever

Unsure about advertising? INLA can help. Give us a call and we can make a plan together that's right for you.

VISIT US AT IOWANLA.ORG



Iowa Nursery & Landscape Association
900 Des Moines Street
Des Moines, IA 50309

IOWANLA.ORG



**TIME TO
GRAB YOUR
ADVERTISING
GOALS BY THE
PLANTS**

ADVERTISING CONTRACT

Advertising Company

Primary Contact Person First & Last Name

Address

City/State/Zip

Email

Phone

I/We hereby authorize IOWA NURSERY & LANDSCAPE ASSOCIATION to place our advertisement in the INLA Monthly Newsletter

Ad Size

Annual

Per Issue

Total Rate

Contract Begins (Month/Year)

Additional Notes

'Per Issue' ads require payment submitted with contract. 'Annual' contracts may be submitted with out payment. Invoice must be paid on receipt and payment received by INLA before ads are run.

I /We understand and agree to pay Iowa Nursery and Landscape Association the above 'total rate' for my advertisement requests.

Authorized Signatory (please print)

Title

Signature

Date

(Detach this form and mail to INLA)

Make checks payable to:

Iowa Nursery & Landscape Association
900 Des Moines Street
Des Moines, IA 50309

INLA also accepts payment via:

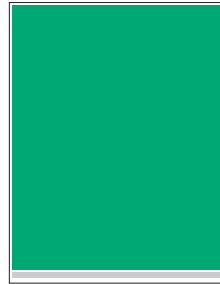
Visa, Mastercard & Discover

If you wish to pay via credit card please call the INLA office
515-262-8323 | 800-383-1682 | Fax: 515-262-8960



RATES

E-NEWSLETTER (NO PRINT)



- **Full Page**
8"w X 10"h
\$100 per issue
\$1,200 annually (12 issues)



- **Vertical Half Page**
4"w X 10"h
\$65 per issue
\$700 annually (12 issues)



- **Horizontal Half Page**
8"w X 5"h
\$65 per issue
\$700 annually (12 issues)



- **Quarter Page**
4"w X 5"h
\$40 per issue
\$480 annually (12 issues)

DATES

ISSUANCE AND DUE DATES

ON SALE	COVER DATE	ART DUE DATE*
Jan.	Apr.	First Monday of Mar.
Feb.	May	First Monday of Apr.
Mar.	June	First Monday of May
Apr.	July	First Monday of June
May	Aug.	First Monday of July
June	Sept.	First Monday of Aug.
July	Oct.	First Monday of Sept.
Aug.	Nov.	First Monday of Oct.
Sept.	Dec.	First Monday of Nov.
Oct.	Jan.	First Monday of Dec.
Nov.	Feb.	First Monday of Jan.
Dec.	Mar.	First Monday of Feb.

*CANCELLATIONS NOT ACCEPTED AFTER FIRM ART DUE DATE ABOVE.

- updated July 2017 -

STANDARDS REQUIREMENTS

- All advertising art must be submitted in one of the following formats:
.ai .eps (fonts must be converted to outlines)
.pdf .jpeg .png .tiff (300 DPI actual size)
- Payments must be submitted with signed contract for 'per issue' ads.
- Annual ads must be paid in full prior to cover date.
- We reserve the right to refuse any ad or require a replacement ad.
- INLA does offer alternate sizes when requested. Other sizes include 'Quarter Page Horizontal' and 'Banner Ads'. Please call for pricing.
- Send all art files electronically to communication@agribiz.org before the art due date in the table to the left.

CIRCULATION

Published electronically every monthly to 250 INLA members, Iowa Certified Nursery Professionals, and select green industry groups across Iowa based on the topic of the publication.