

# Media Planning Guide



TNLA Green digital edition



TNLA Membership Directory & Buyers' Guide



Nursery/Landscape EXPO Program



## Everything is Bigger in Texas!

Total sales for the Green Industry in Texas increased 4.17% to a record high \$14.1 billion despite the economic and financial crisis.

Texas is one of the top three Green Industry markets in the U.S. and the third largest nursery and floriculture producing state.

If you wish to reach nursery/landscape professionals and volume buyers doing business in Texas, TNLA has a publication to meet your specific needs.

## Why Advertise with TNLA?

The Texas Nursery & Landscape Association is a professional association of over 1,400 member companies representing the Texas Green Industry. TNLA members are decision makers and key purchasers. TNLA strives to provide its members the most current and useful information to enhance members' business success and promote professionalism within the industry.

Unlike for-profit publishers, proceeds from TNLA publications directly benefit its members, Texas Certified Professionals, and the Texas Green Industry.

## Leading Advertisers

*(Past and Current)*

Adam's Wholesale Supply  
Agriland Farm Credit Service  
Aldridge Nursery  
Arborbrace Staking System  
Austin Tree Farm  
Back to Nature  
Bailey Bark Materials  
Ball Seed Company  
Bamboo Source  
Bare Spot Solutions  
Berger Peat Moss  
Big Foot Turfgrass Farms  
Big Tex Tree Nurseries  
Biosorb, Inc.  
Bobcat of Houston  
Brazos Citrus Nursery  
Browning Seed  
BWI Companies  
Calusa  
Caribbean Pottery  
Carl Pool Plant Food  
CC Tree Farms  
CDI Farms  
Certified Roses  
Compact Power, Inc.  
Corbin's Baled Pine Straw  
Creekside Nursery  
CRS Supply Group  
Cycle Stop Valves  
Dallas Bag & Burlap  
Deep Fork Tree Farm  
Dig Corporation  
DitchWitch  
Dosatron International  
Dry Creek Tree Farm  
EasyPro Pond Products  
Epic Plastics  
Ewing Irrigation Products  
Fafard  
Fanntum Products  
Faron Green Nursery  
Fertile Garden Supply  
Fleet One

Flowerwood Nursery  
Fowler Law Firm  
FX Luminaire  
Garden-Ville  
GM Fleet & Commercial  
Golden Pacific Structures  
Groundworks of Texas  
H & H Wholesale Nursery  
Harrell's Fertilizer  
Harris Nursery  
Harry's Greenhouse  
Harvest Supply Company  
Hawkins Tree Farm  
Holt Cat  
Horizon  
Hortica  
Horticultural Marketing & Printing  
Hortons Water Display  
Hotchkiss Insurance Agency  
Humalfa  
Hunter Industries  
Int'l Pottery  
Irrigation Station  
J. Berry Nursery  
Jaderloon-MetCart  
JCM Greenhouse Mfr  
Jemasco  
John Deere Worldwide  
Josie's Nursery  
Joss Growers  
JRM Chemical  
Jungle Jack's Palms  
Justin Seed  
Kase Machine Works  
King Palms  
King Ranch Turfgrass  
Kinney Bonded Warehouse  
Koenig Software Systems  
Lambert Peat Moss  
Landmark Nurseries  
Landscapers Pride  
Landscapers' Pride  
Living Earth Technology

Lone Star Trees  
Lucky Landscape Supply  
Magnolia Gardens Nursery  
Marian Gardens  
Medina Agriculture Products  
Mexia Nursery  
Michael D. Stone Grass Farm  
Michigan Peat Company  
Mortellaro's Nursery  
Murff Turf Fams  
Myers Lawn and Garden  
Natural Environmental Systems  
Nelson Plant Food  
New Earth  
Nichols/Bobcat  
OHP  
Pak Unlimited  
Pavestone  
Peacock Tree Farms  
Peelerosa Tree Farm  
Peterson Brothers  
Pioneer Water Tanks  
Plant Health Care  
Plant Production  
PPG Industries  
Premier Horticulture  
Progressive Pumps Corp  
Propane Council  
Quali-Pro  
Quietaire Corporation  
Rain Bird  
Rancho Encino  
Ran-Pro Farms, Inc  
River Valley Orchids  
Rounhouse Corp  
Saxon Becnel & Sons  
Scotts -Sierra  
Senninger Irrigation  
Shamrock Soil Products  
Skinner Nurseries  
Soil Mender Products  
Solar Power Tex  
Southern Nurseries

Summit Plastic Company  
Texan Tree Depot  
Texas Caterpillar Group  
Texas Department of Agriculture  
Texas Green Industry Workers' Comp  
Texas Motors Ford  
Texas Mutual Insurance  
Texas Pecan Nursery  
Texas Plant & Soil Lab  
Texas Tech University  
Tom Dodd Nurseries  
TopFilm  
Topiary Creations  
Treetown USA  
Triangle Turf Company  
Turner & Son Nursery  
U.S. Lawns, Inc.  
Veldsma & Sons  
Verdant Tree Farm  
Vermeer Equipment of Texas  
Village Nurseries  
Vital Earth Resources  
Welby Gardens Co  
West Texas Landscape  
West Texas Plants  
Western Imports  
Whitfill Nursery  
Whiz Q Stone  
Wolf Creek Tree Farm  
YC Nursery





100% Digital

# TNLA Green

DIGITAL EDITION

**READER PROFILE:** TNLA GREEN digital edition is read by everyone the Texas Nursery & Landscape Association touches. That means thousands of TNLA member companies and their employees; past and current Nursery/Landscape Expo attendees; and all Texas Certified Professionals (TCNP, TCLP & TMCNP) receive TNLA GREEN.

Our readers are serious buyers motivated by the opportunity to discover new products and services to enhance their business. Your message is targeted to the decision-makers you want to reach.

**CIRCULATION:** Each monthly issue of TNLA GREEN digital edition is distributed via e-mail to over 9,000 subscribers, and each new issue is posted on TNLA's website.

**FEATURES:** TNLA GREEN digital edition is fully interactive, allowing readers to flip through the pages, click on ads to be redirected to the company's website, search to find content in the magazine, print it, download it, or even share it with colleagues. Readers can access TNLA GREEN back issues online at [www.tnlaonline.org](http://www.tnlaonline.org) all year long.

## Exclusive Branding Opportunities

Transform your static, passive advertisement into a dynamic, attention-grabbing, animated message. You can insert interactive ads to take advantage of animation, slide shows, podcasts, and video as part of the online experience. Digital edition branding opportunities are exclusive to TNLA members, and awarded on a first-come, first-served basis.

### Audio, Video or Animation

\$175 per insertion. 5 MB or smaller files are preferred for faster downloads. AVI, MPS, WMV, and FLV files types are supported.

### Direct Mail

Feature your company logo on the postcard mailed to TNLA members. With just one spot available each month for this unique position at \$700, be sure to reserve yours early. The maximum image size: 2" x 1" (w x h). Full color offered at no extra charge.



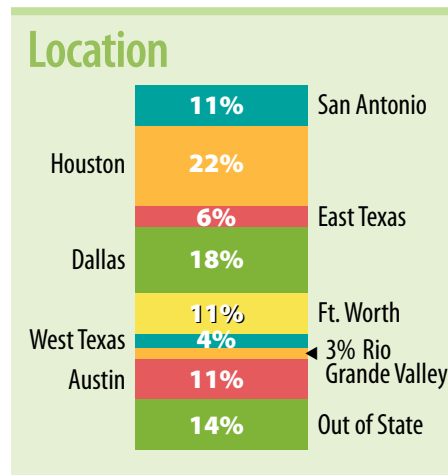
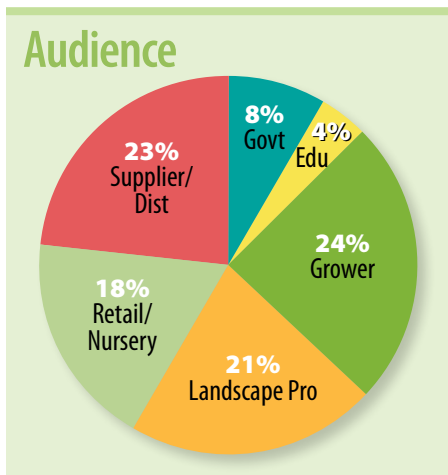
### Leaderboard Banners & Button Ads *(see samples on reverse)*

Embrace the digital medium! Interactive ads rev up your branding message and drive click-through to sales. Get immediate, measurable results positioning your company logo or banner graphic in the top navigation bar of TNLA GREEN viewer or place a button ad in the monthly e-mail.

Our online ad options allow you to pick the size that meets your budget. Leaderboards are \$250 per issue and e-mail button ads are \$150 per e-mail.

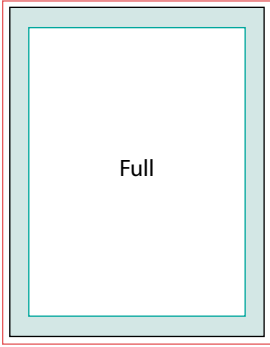
▶ Find the right combination of TNLA options to reach your target audience.

**Contact:** Lance Lawhon, Advertising Sales  
512-832-1889 • toll-free 877-832-1881  
lancel@tnlaonline.org • Fax 512-719-4671  
[www.tnlaonline.org](http://www.tnlaonline.org)

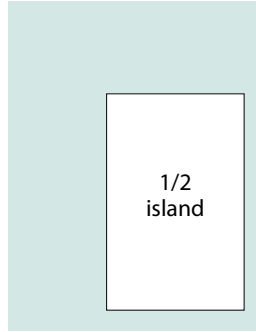


# TNLA Green Sizes:

# TNLA Green Rates:



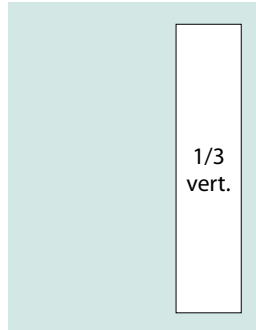
**Full page**  
**Bleed:** 8.75" x 11.25"  
**Trim:** 8.5" x 11"  
**Safety:** 7.5" x 10"  
 (w x h)



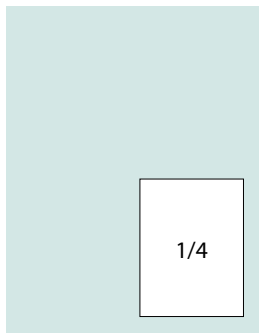
**1/2 island**  
 4.625" x 7"  
 (w x h)



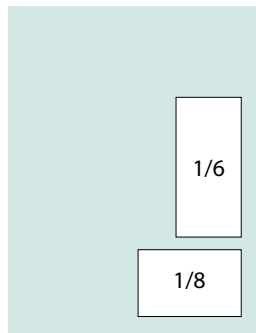
**1/2 horiz.**  
 7" x 4.625"  
 (w x h)



**1/3 vert.**  
 2.125" x 9.5"  
 (w x h)



**1/4 page**  
 3.375" x 4.625"  
 (w x h)



**1/6 page**  
 2.125" x 4.625"  
 (w x h)

**1/8 page**  
 3.375" x 2.125"  
 (w x h)

Display Ads	TNLA MEMBER	NON-MEMBER
Full page	\$799	\$959
1/2 island	\$640	\$800
1/2 page	\$450	\$540
1/3 page	\$375	\$450
1/4 page	\$350	\$420
1/6 page	\$275	\$330
1/8 page	\$236	\$283

Contact Lance Lawhon at 512-832-1889 for additional sizes and options.

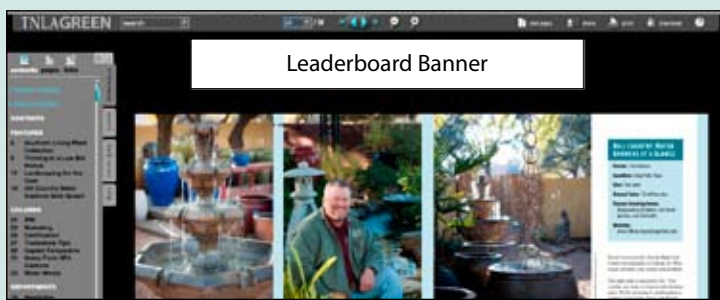
**SPECIFICATIONS:** All type and other essential material should be held at least 1/4 in. (6 mm) from trim edges. There is no extra charge for full-color or a bleed page. Special page positioning is available at a 15% premium.

**DIGITAL FILES:** All files must be high-resolution, at 300 dpi at 100%. Press-ready PDFs with embedded fonts are the preferred medium for advertiser-supplied materials. Full color offered at no extra charge.

Ads can be submitted via email to advertising@tnlaonline.org or FTP upload. For more details, contact Lance Lawhon at lancel@tnlaonline.org, or call 512-832-1889.

NOTE: advertiser is to provide multimedia & print ready artwork.

**CLASSIFIED ADS/JOB LINK:** Have a job opening? Selling a business? Make certain all the right people know about your business opportunities. Visit [www.tnlaonline.org/services/job-link](http://www.tnlaonline.org/services/job-link) or call 512-579-3853 for rates, order forms, and instructions. All classified ads must be prepaid.



**Leaderboard**  
 728 x 90 pixels  
 (w x h)



**E-mail button**  
 125 x 175 pixels  
 (w x h)



See our latest digital issue at [www.tnlagreen.org](http://www.tnlagreen.org)

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**Reserve  
Space by  
April 15**

## Membership Directory & Buyers' Guide

TEXAS NURSERY & LANDSCAPE ASSOCIATION

No other industry publication in Texas provides growers, retailers, and landscapers with more information as comprehensive as the *TNLA Buyers' Guide*. Advertisers become directly connected to Texas Nursery & Landscape Association's actively-engaged members, Texas Certified Professionals, and key decision makers.

Year after year, TNLA members rely on the spiral bound *TNLA Buyers' Guide* to reference important information and find the industry's most trusted and professional suppliers.

### FEATURES:

- Spiral Bound
- Laminated Tab Section Dividers
- More than 4,800 Listings
- Over 560 Product Categories
- Texas Growers' Maps
- Greenline Product Listings
- Hardline Product Listings
- Business Services Listings
- Government Agencies
- Cross Reference Indices

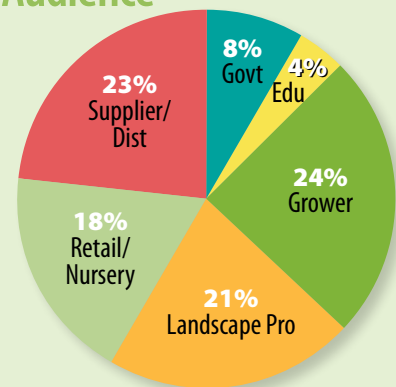
**READER PROFILE:** TNLA Buyers' Guide is utilized by everyone the Texas Nursery Landscape Association touches. That means thousands of TNLA members' companies and their employees; past and current Nursery/Landscape Expo attendees; and all Texas Certified Professionals (TCNP, TCLP & TMCNP).

Our readers are serious buyers, motivated by the opportunity to discover new products and services to enhance their business. Your message is targeted to the decision-makers you want to reach.

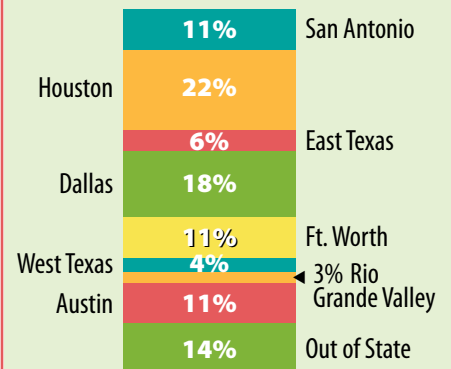
**CIRCULATION:** *TNLA Buyers' Guides* are printed and mailed to all TNLA member companies and Texas Certified Professionals. The TNLA Buyers' Guide is a "must have" reference intended to be kept throughout the year, resulting in higher than average readership. There is bonus distribution at industry leading trade shows and conferences throughout the year.

**TNLA's Buyers' Guide** is the most complete reference source to horticultural plants, supplies, manufacturers, wholesalers, and growers serving the Texas Green Industry.

### Audience



### Location



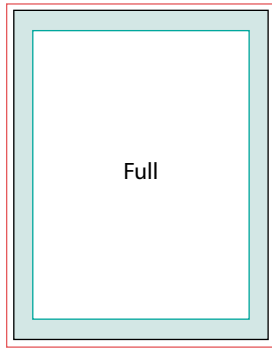
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lancel@tnlaonline.org • Fax 512-719-4671

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

**100% qualified targeted readership**

# Directory Sizes:

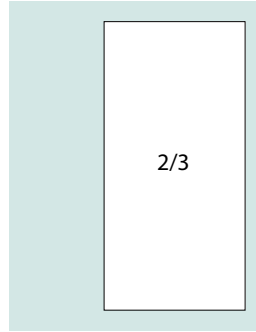


## Full page

**Bleed:** 8.75" x 11.25"

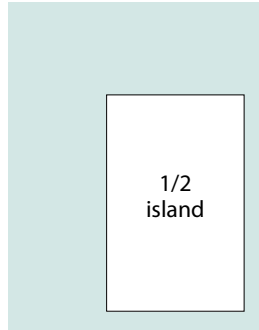
**Trim:** 8.5" x 11"

**Safety:** 7.5" x 10"  
(w x h)



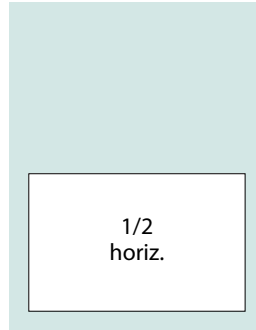
## 2/3 page

4.625" x 9.5"  
(w x h)



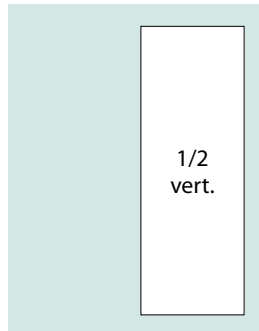
## 1/2 island

4.625" x 7"  
(w x h)



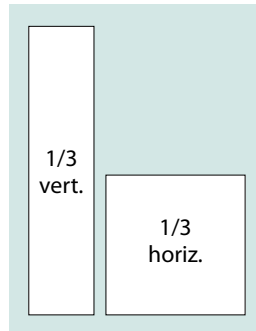
## 1/2 horiz.

7" x 4.625"  
(w x h)



## 1/2 vert.

3.375" x 9.5"  
(w x h)

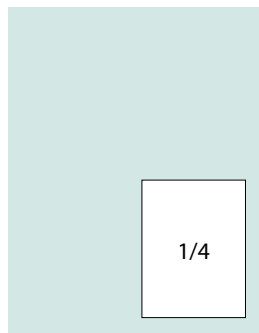


## 1/3 horiz.

4.625" x 4.625"  
(w x h)

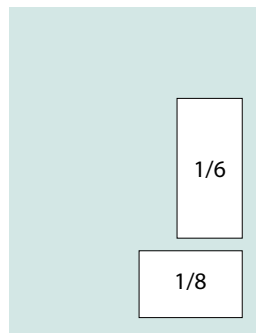
## 1/3 vert.

2.125" x 9.5"  
(w x h)



## 1/4 page

3.375" x 4.625"  
(w x h)



## 1/6 page

2.125" x 4.625"  
(w x h)

## 1/8 page

3.375" x 2.125"  
(w x h)

**SPECIFICATIONS:** All type and other essential material should be held at least 1/4 in. (6 mm) from trim edges. There is no extra charge for a bleed page. Printing is offset, sheet fed. Covers and laminated tab dividers are heavy-weight cardstock. Binding is spiral bound.

## MATERIAL REQUIREMENTS:

All files must be high-resolution, CMYK images, at 300 dpi at 100%. Press-ready PDFs with embedded fonts are the preferred medium for advertiser-supplied materials.

Ads can be submitted via email to [advertising@tnlaonline.org](mailto:advertising@tnlaonline.org) or FTP upload. For more details, contact Lance Lawhon at [lancel@tnlaonline.org](mailto:lancel@tnlaonline.org) or call 512-832-1889.

# Directory Rates:

	TNLA MEMBER	NON-MEMBER
Full page	\$2100	\$2350
2/3 page	\$1900	\$2150
1/2 island	\$1700	\$1950
1/2 page	\$1550	\$1750
1/3 page	\$1350	\$1550
1/4 page	\$1250	\$1450
1/6 page	\$1175	\$1300
1/8 page	\$1050	\$1175

The above prices include color; subtract \$700 for black-and-white

## Exclusive Branding Opportunities

Highly visible branding opportunities are exclusive and awarded on a first-come, first-served basis. Contact Lance Lawhon at 512-832-1889 for details.

### Special positions\*

	TNLA MEMBER	NON-MEMBER
Outside back cover	\$2800	\$3350
Inside covers	\$2500	\$3000
Two-page spread	\$3200	\$3850
Tab Divider Pages	\$2300	\$2750
Polybag Loose insert**	\$1500	\$1800

\*Special positions are full-color only and the rate includes the color charge

\*\*Advertiser provides letter-sized or smaller page that will be included in the poly-bag. May be cardstock. Subject to postal regulation approval.

► Find the right combination of TNLA options to reach your target audience.

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**Reserve  
Space by  
June 15**

# Nursery/Landscape EXPO Program

ROADMAP FOR THE TRADESHOW

**AUDIENCE:** EXPO draws over 7,000 attendees and exhibitors annually. Over 80% of the attendees registered are mid to upper level managers, and 80% of them play a major role in company purchases.

Attendees represent a variety of companies with qualified buyers from large to small including: retail garden centers, grounds maintenance and landscape contractors, irrigation professionals, growers, suppliers, manufacturers, dealers, and more.

Attendees will be sure to carry their Program with them for all three days of the EXPO and keep it as a reference after the close – a great way to make a lasting impression!

The success and longevity of EXPO is partly due to the fact that TEXAS IS THE THIRD LARGEST nursery and floriculture producing state.

**It's Showtime!** Nursery/Landscape EXPO is the premier horticulture show to market to over 7,000 nursery and landscape professionals, the largest gathering under one roof in the South Central United States.

## NURSERY/LANDSCAPE EXPO

Trade Show August 19-21, 2011  
Dallas Convention Center

**EXPO Attendees** are serious buyers motivated by the opportunity to search out new products and compare values. They have been doing this at EXPO's "One-Stop Market" for over 55 years.

**Over 80%** of EXPO attendees visit no other show.

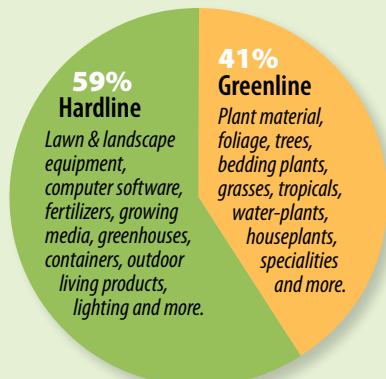
**Your competitors** are advertising in the Nursery/Landscape Expo Program.

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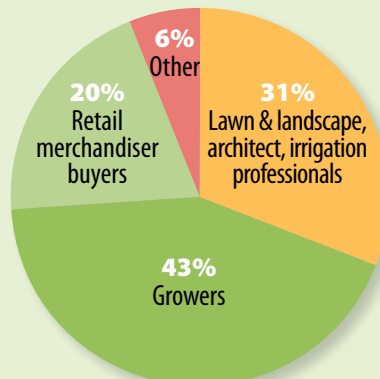
**Contact:** Lance Lawhon, Advertising Sales  
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[www.nurserylandscapeexpo.org](http://www.nurserylandscapeexpo.org)

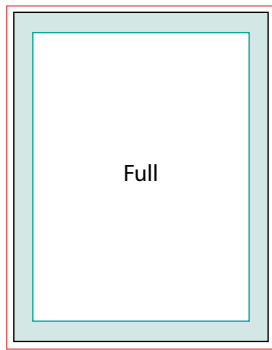
## Exhibitor Profile



## Attendee Profile



# Program Sizes:

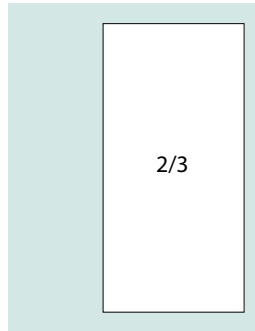


## Full page

**Bleed:** 8.75" x 11.25"

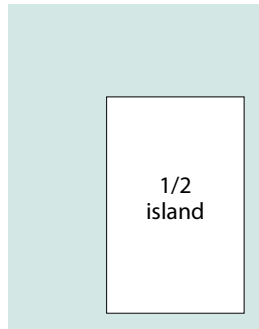
**Trim:** 8.5" x 11"

**Safety:** 7.5" x 10"  
(w x h)



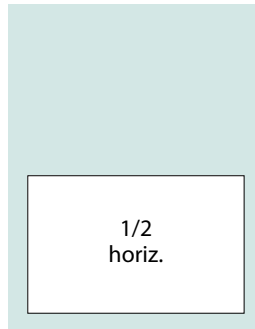
## 2/3 page

4.625" x 9.5"  
(w x h)



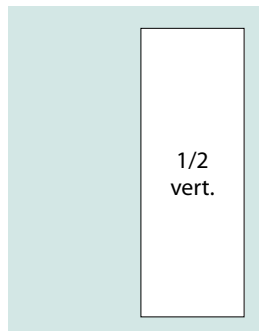
## 1/2 island

4.625" x 7"  
(w x h)



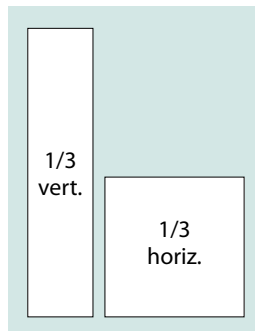
## 1/2 horiz.

7" x 4.625"  
(w x h)



## 1/2 vert.

3.375" x 9.5"  
(w x h)

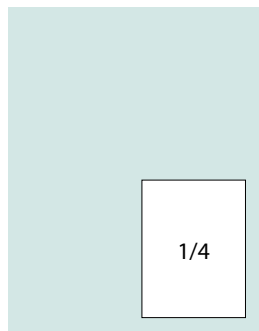


## 1/3 horiz.

4.625" x 4.625"  
(w x h)

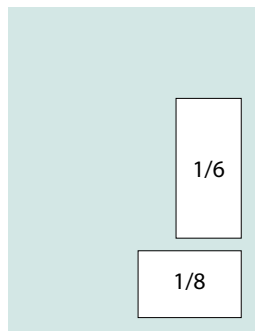
## 1/3 vert.

2.125" x 9.5"  
(w x h)



## 1/4 page

3.375" x 4.625"  
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## 1/6 page

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### Special positions\*

	TNLA MEMBER	NON-MEMBER
Outside back cover	\$2800	\$3350
Inside covers	\$2500	\$3000
Two-page spread	\$3200	\$3850
Belly-band/wrap	\$5000	\$6000
Poster insert**	\$4000	\$4800

\*These positions are full-color only and the rate includes the color charge

\*\* Advertiser provides letter-sized or smaller poster insert already printed

► Find the right combination of TNLA options to reach your target audience.

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