



Maine Landscape and Nursery Association

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500 North Parish Rd.
Turner, ME 04282

Newsletter Advertising RATE SHEET

The Maine Landscape and Nursery Association would like you to present your product or service to our members by advertising in our newsletter. The MeLNA Newsletter has a circulation close to 400. The subscribers are mostly based in Maine, although the newsletter is sent throughout New England. It is published three times a year January, March, September and November. The readership consists of approximately 45% nurseries and garden centers, 45% landscapers, and 10% suppliers, etc. Additionally, MeLNA would be happy to include your ad in our directory. A copy goes to all our members.

- Deadline for Directory.....December 15th
- Deadline for Winter.....December 1st
- Deadline for Spring issue.....February 1st
- Deadline for Late summer.....August 15th
- Deadline for Fall issue.....September 30th

Below rates are for **camera ready copy only**. There will be a \$25.00 per hour charge for ad set up. If you use an ad agency, please forward a copy of this sheet to them and let them know I need a copy of the signed space reservation form below in **addition** to their insertion order. This office is not responsible for lost copy without accompanying form below.

Ad Size (width x height)	One insertion or directory	Full Year - (4 issues) (does not include directory)	Full Year, plus directory
1/6 page (3.25 x 2.75")	\$36.00	\$125.00	\$150.00
1/4 page (3.25 x 4.25")	\$54.00	\$185.00	\$230 .00
1/2 page (7 x 4.25")	\$90.00	\$305.00	\$382.50
Full page (7 x 9")	\$150.00	\$510.00	\$637.50
Business card*	\$30.00	\$100.00	\$127.50

Classified Rates: up to 15 words.....\$3.60

16 to 30 words.....\$6.00

For more words, defer to above rates.

(revised September 4, 2006)

Space Reservation Form (a copy of this must accompany ad copy or be mailed if emailing ad)

Company: _____ Contact: _____ Ad agency, if one used: _____

Billing address: Company _____ treet _____ City, State, Zip _____

Phone: _____ Fax: _____ email: _____

Ad Size: _____ # Insertions _____ for (fill in year for the months that apply, not sufficient to make check mark)

Winter 2006-2007 _____ Spring 2007 _____ Late Summer 2007 _____ Fall 2007 _____ Directory 2008 _____

Same copy as last year _____ New copy enclosed _____ New copy to be sent _____

Today's date: _____ Amount enclosed: \$ _____ Check #: _____

or Credit card # _____ expiration date ____/____/____

Payment must be included with insertion order or be made before publication date. Billing only done by special arrangement.

Payment must be made for entire year at time of initial billing or one insertion rate will apply). Ad copy should be in JPEG or TIFF format. Make check payable to MeLNA. Ad copy should be emailed to melna@megalink.net or mailed to MeLNA, 500 N Parish Rd., Turner, ME 04282. Add additional \$10.00 if ad copy is not available in electronic form to cover cost of scanning.