



## NURSERY/LANDSCAPE EXPO PROGRAM RATES & SPECIFICATIONS

### AD SIZES:

	FULL PG	2/3 PG	1/2 PG ISLAND	1/2 HORIZ	1/2 VERT	1/3 HORIZ
	7.5" X 10"	4.625" X 9.5"	4.625" X 7"	7" X 4.625"	3.375" X 9.5"	4.625" X 4.625"
MEMBER	\$1,925	\$1,750	\$1,585	\$1,451	\$1,451	\$1,265
NON-MEMBER	\$2,050	\$1,875	\$1,710	\$1,576	\$1,576	\$1,390

  

	1/3 VERT	1/4 PG	1/6 PG	1/8 PG	INSIDE CVR	OUTSIDE BACK CVR
	3.375" X 9.5"	3.375" X 4.625"	2.125" X 4.625"	2.125" X 3.375"	8.5" X 11"	8.5" X 11"
MEMBER	\$1,265	\$1,111	\$1,018	\$936	\$2,368	\$2,553
NON-MEMBER	\$1,390	\$1,236	\$1,143	\$1,061	\$2,493	\$2,678

All above ads are color pricing. Subtract \$700 for black & white ads.

**MECHANICAL REQUIREMENTS:** Trim size — 8.5" x 11". Bleed size — 8.75" x 11.25".

**PRINTING/BINDING:** Offset, sheet fed, perfect bound.

### MATERIAL REQUIREMENTS:

Ad artwork should be supplied in electronic file format. **PDF files are preferred.** Resolution must be 300 dpi. Use CMYK color settings. TNLA uses Mac-based Adobe software. If file is too large to email, please call 800.880.0343 or 512.579.3864 for FTP instructions.