

2012 UNLA ADVERTISING RATES

Advertising in the two UNLA publications enables you reach the best companies in the Utah Green Industry. The publications reach retail and wholesale nurseries, landscape, irrigation and maintenance contractors, greenhouse operators, sod producers, government entities and industry individuals.

PUBLICATIONS

The *Trunkline* newsletter goes out to all the members of the association four times per year, with the December issue going out to an expanded audience including non-member companies. The *Trunkline* is a focused publication, with a readership of the top green industry companies in Utah.

- Published **four** times per year.
- March, June, September, December.
- Expanded circulation of December issue.
- Deadline for camera-ready art is **1st day** of publication month.
- Black and white.
- Art Work set-up available at \$75.00 per hour.

The annual *Utah Green Industry Directory* is published each December for distribution to all who attend the annual Utah Green Industry Conference and Trade Show. Additional copies are sent to all members of the UNLA. This is a product that is retained and used all year as a source of names and addresses of all UNLA members, UNLA Trade Show vendors, and many other green industry and government resources. One thousand copies of this publication are currently distributed.

- Reaches every facet of the green industry.
- Deadline for camera-ready art is November 30.
- 10% discount for current tradeshow vendors.
- Art work set-up available at \$75.00 per hour.

Return to:

Utah Nursery & Landscape Association
 PO Box 526314, SLC, UT 84152-6314
 (801) 484-4426, Fax (801) 463-0026
 Email to: unla1@aol.com



RATES

<u>SIZE</u>	<u>1 ISSUE</u>	<u>4 ISSUES</u>	<u>DIMENSION</u>
Trunkline			
Full page	\$ 250	\$ 225/issue	7 1/2" x 10" h
1/2 page	\$ 170	\$ 140/issue	7" x 4 3/4" h
1/3 page	\$ 135	\$ 120/issue	2 3/8" x 9 3/4" h
			4 5/8" x 4 5/8" h
			3 3/8" x 7" h
1/4 page	\$ 115	\$ 100/issue	3 3/8" x 4 3/4" h
1/2 column	\$ 95	\$ 80/issue	2 1/4" x 4 5/8" h
Business card	\$ 75	\$ 55/issue	2" x 3 1/2"
Insert up to 2 pages \$ 650.00 + postage			

Utah Green Industry Directory

Full page	\$ 450	N/A	5" x 7 3/4" h
Half page	\$ 325	N/A	5" x 3 3/4" h
Quarter page	\$ 250	N/A	5" x 1 7/8" h
Business card	\$ 160	N/A	1 7/8" x 3 1/4"

- Ads are non-commissionable.
- Net due on receipt of billing.
- The Utah Nursery and Landscape Association reserves the right to refuse or to edit any advertisement for any reason.

ADVERTISING INSERTION CONTRACT

Advertiser /Company Name _____ Contact person _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Sale Representative for Utah _____

Signature _____ Date _____

Method of Payment: Check Visa/MasterCard Bill upon publication

Trunkline Directory Both

Ad Size _____

Amount _____

Email to: unla1@aol.com

Number of insertions _____

Credit Card # _____

Expires _____

Beginning date _____

Name on Card _____

Signature _____

FOLD AND TAPE CLOSED

Utah Nursery & Landscape Association
PO Box 526314
Salt Lake City, UT 84152-6314



STAMP