

Dear Advertiser,

Green Works/VNLA would like to extend marketing opportunities to you and your business in 2018. We offer two different choices in marketing to our membership and beyond: advertising in *The Dirt*, our quarterly newsletter and advertising in the *2018 Membership Directory/2017 Annual Report*.

The advertising rates for the newsletter and membership directory are a great deal. Both publications are printed, mailed and are also available digitally on our website.

The Board of Directors is committed to marketing our membership and green industry via our printed publications, our website and through events such as our trade shows, meetings and the Vermont Flower Show. Our goals continue to be to expand our membership, market your business, and showcase the green industry to the public.

Thank you for your continued support of Green Works/VNLA. We hope you will join us by participating in the marketing opportunities we have to offer in 2018. Green Works/VNLA.

Green Works/VNLA

The Dirt - 2018 Advertising Rates

Green Works offers outstanding advertising opportunities for members and non-members alike. Green Works represents wholesale growers, retail garden centers and greenhouses, landscape architects, designers, and contractors, arborists, maintenance experts, turf specialists, industry representatives, allied trades-people, educators and students, from across Vermont and beyond. Green Works Members receive a substantial discount on all ad placements.

Our quarterly newsletter, *The Dirt* is a **FULL COLOR** publications and reaches over 300 Green Works members and associates via direct mail and the website. *The Dirt* features interesting articles, member and supplier profiles, current industry news and much more. *The Dirt* is published in Spring, Summer, Fall and Winter.

Ad size options are below. If you prefer a different option, please contact the Green Works office. We are happy to work with you to tailor ad placement to your needs.

# of Issues	FULL COLOR Dimensions	Member Price	Non-Member Price
4 Issues	7.5" x 10" (Full Page)	\$600	\$800
4 Issues	7.5" x 5" (1/2 Page)	\$325	\$450
4 issues	3.75" x 5" (1/4 Page)	\$200	\$250
4 issues	3.75" x 2.5" (1/8 Page)	\$125	\$165

Note: In order to provide the best quality reproduction of your print advertisements, we require a digital file of your ad saved as a pdf, tif, jpg, or eps. Please email files to Kristina@greenworksvermont.org.

**Deadline for submitting ads are quarterly:
March 1, June 1, September 1, December 1**

Membership Directory/ Annual Report 2018 Advertising Rates

The Membership Directory/Annual Report is a yearly publication sent to over 300 Green Works members and professional associates. It is also sent to businesses inquiring about membership in Green Works. By placing an ad in the directory you receive 12 months of advertising for the price of one ad.

The Membership Directory/Annual Report is a listing of each Green Works member, each Vermont Certified Horticulturist and the Board of Directors. It is also a review of the Green Works year.

Dimensions	Rate
7.5" x 10" - Full Page	\$350
7.5" x 5" - Half Page	\$200
3.75" x 5" - Quarter Page	\$135
3.75" x 2.5" - Eighth Page	\$95
3" x 2.5" - Business Card	\$75

Note: In order to provide the best quality reproduction of your print advertisements, we require a digital file of your ad saved as a pdf, tif, jpg, or eps. Please email files to Kristina@greenworksvermont.org.

**Deadline for submitting ads
is January 12, 2018.**