

VNLA/Green Works 2019 Advertising Contract

Company _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

ADVERTISING AGENT (if different from above)

Company _____ Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

	The Dirt	2019 VT Flower Show Program & Garden Guide
Ad Size		
Ad Size		
COST:		

Payment: _____ (TOTAL)

check enc. payable to VNLA Visa MC (please circle)

_____/_____/_____/_____/_____

Card # _____ Exp. Date _____

CCV # _____

Print Name as appears on card _____

Signature _____



Shearer VW of S. Burlington
 Marketing Department
 1030 Shelburne Road
 S. Burlington, VT 05403



Advertise With Us!



The Dirt
Quarterly Newsletter

*The 2019 Vermont
Flower Show Program &
Garden Guide*

PO Box 92 N. Ferrisburgh, VT 05473
 888.518.6484 / F: 802.425.5122
www.greenworksvermont.org
kristina@greenworksvermont.org

The VNLA/Green Works would like to extend marketing opportunities to you and your business in 2019. Mailed directly to over 300 members and associates, advertising in **The Dirt**, our quarterly newsletter, is a great value and reaches industry professionals and associates.

The Dirt is a full color publication which is printed and mailed and is also available digitally on our website.

The Dirt Advertising Rates



The **2019 Vermont Flower Show Program and Garden Guide** is a full color booklet which is given out to over 8,500 show visitors and is a valuable way to reach the public during our three day event and beyond. The Garden Guide portion of the program provides tips, resources and information that go beyond our 3 day show. This is a unique opportunity to advertise your business to a captive audience. **New this year is a coupon section** that will be located in the back of the booklet. This is another reason attendees will hold onto their program over the course of the year so they can decide when to clip their coupon!

The VNLA Board of Directors is committed to marketing our membership and the horticulture 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 horticulture/green industry to the public.

Thank you for your support of the VNLA/ Green Works. We hope you will join us by participating in the marketing opportunities we have to offer in 2019.

# 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

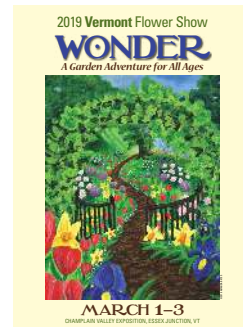
Single ad pricing is also available.

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 or jpeg. Please email files to Kristina@greenworksvermont.org.

Deadlines for Ad Submissions for *The Dirt*:

March 1, June 1, September 1, and December 1.

2019 Vermont Flower Show Program & Garden Guide (8,000 printed)



Full Color Type & Dimensions	VNLA Member Rate	Exhibitor Rate	Public Rate
Inside Front or Back Cover Full Page 4.75" x 7.75"	\$700	\$800	\$950
Full Page 4.75 " x 7.75"	\$450	\$550	\$700
1/2 Page Vertical 2.25" wide x 7.75" high	\$300	\$400	\$550
1/2 Page Horizontal 4.75" wide x 3.75" high	\$300	\$400	\$550
1/4 Page Vertical 2.25" wide x 3.75" high	\$200	\$300	\$400
Coupon 1/4 Page Vertical (back of booklet) 2.25" wide x 3.75" high (front & back)	\$50	\$50	\$100

Please note:

- reserve your space by **January 21, 2019**
- submit final files by **February 8, 2019**
- ads/coupons should be high resolution .pdf or jpeg files
- embed all fonts and create outlines
- email your ad to kristina@greenworksvermont.org