

2018 [Great Lakes Trade Expo] Advertising Rates & Sizes

Where the Green Industry gathers to



January 22-24, 2018 • Conference & Trade Show Guide

2018 Rates & Contract



ADVERTISING RATES

Premium Size	Dimensions	Rate
Back Cover (bleed*)	4 x 9	\$830
Back Cover	3.25 x 8	\$830
Premium Pages (bleed*)	4 x 9	\$477
Premium Pages	3.25 x 8	\$477

Pricing is the same for full color and black & white ads.
(Premium placement includes inside front cover, front facer, inside back cover & back facer)

Full page four color ads required on cover and premium positions.

*Bleed live space is 4x9 with additional .25 bleed for trim required.

Priority is given to previously contracted advertisers.

All sizes are listed width x height in inches.

Display Size	Dimensions	Rate
Full Page	3.25 x 8	\$432
3/4 Page	3.25 x 6	\$330
1/2 Page	3.25 x 4	\$238
1/4 Page	3.25 x 2	\$156

Full Page

3.25x8

Full Page (bleed)

4x9 (bleed 4.5x9.5)

3/4 Page

3.25x6

1/2 Page

3.25x4

1/4 Page

3.25x2

ADVERTISING CONTRACT

All advertisements placed in MNLA publications are subject to Advertising Terms and Conditions listed on the current Advertising Rate Card for The Michigan Landscape magazine.

Date: _____

Company: _____

Contract: _____

Phone: _____

E-mail: _____

Authorized Signature: _____ Date: _____

Size: _____

Rate: _____

One of the following must be checked:

- Use 2017 GLTE Ad (if any changes are needed, those must be submitted by Jan. 3, 2018).
- New Ad Enclosed
- New Ad to Follow (Print ready ads must be submitted no later than Jan. 5, 2018)

Reserve Your Ad Space by JANUARY 3, 2018

Please complete this insertion order and fax or email it to Kelly White at (517) 381-0638, advertising@mnl.org by January 3, 2018 to reserve your ad space.

If you have any questions, call or email your Advertising Consultant Kelly White at (517) 381-0437 or advertising@mnl.org.

