

# 2020 [ Great Lakes Trade Expo ] Advertising Rates & Sizes

**January 27-29, 2020  
Conference & Trade  
Show Guide**



## 2020 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: \_\_\_\_\_

Advertiser/Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Size:**

**Rate:**

Please check one of the following options.

- Use 2019 GLTE Ad (if any changes are needed, those must be submitted by Jan. 3, 2020)
- New Ad Enclosed
- New Ad to Follow (Print ready ads must be submitted no later than Jan. 3, 2020)

**Reserve Your Ad Space by DECEMBER 23, 2019.**

Please complete this insertion order and fax or email it to Jen Dwyer at (517) 381-0638, jen@mnl.org by January 3, 2020.

If you have any questions, call or email Jen Dwyer at (517) 381-0437, jen@mnl.org or Kelly White at advertising@mnl.org.

