

# VNLA/Green Works 2023 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	2023 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 \_\_\_\_\_

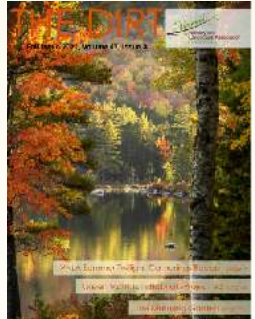
CCV # \_\_\_\_\_

Print Name as appears on card \_\_\_\_\_

Signature \_\_\_\_\_



## Advertise With Us!



The Dirt  
Quarterly Newsletter

The 2023 Vermont  
Flower Show Program &  
Garden Guide

The VNLA/Green Works would like to extend marketing opportunities to you and your business in 2023. Digitally mailed directly to over 350 members and associates, advertising in **The Dirt**, our quarterly newsletter, is a great value and reaches a wide array of industry professionals. *The Dirt* and all archived issues are also available to read on our website.

## The Dirt Advertising Rates



A second opportunity to promote your business and support the upcoming Vermont Flower Show is to place an ad in the **2023 Vermont Flower Show Program and Garden Guide**. This booklet is available to our over 11,000 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. The program will also be available digitally for download. **The deadline to reserve ad space in the program is January 20, 2023. The deadline for submitting ads is February 6, 2023.** Ad space must be prepaid.

The VNLA Board of Directors is committed to marketing the horticulture industry via *The Dirt*, on our website, on social media 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.** We hope you will join us by participating in the marketing opportunities we have to offer in 2023.

# of Issues	Full Color Dimensions	Member Price	Non-Member Price
4 Issues	7.5" x 10" (Full Page)	\$615	\$815
4 Issues	7.5" x 5" (1/2 Page)	\$365	\$490
4 issues	3.75" x 5" (1/4 Page)	\$215	\$265
4 issues	3.75" x 2.5" (1/8 Page)	\$140	\$180

**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@vnlavt.org](mailto:kristina@vnlavt.org).

### Deadlines for Ad Submissions for *The Dirt*:

March 15, June 15, September 15, December 15

## 2023 Vermont Flower Show Program & Garden Guide (8,000 printed)



Full Color Type & Dimensions	VNLA Member Rate	Exhibitor Rate	Public Rate
<b>Inside Front or Back Cover Full Page</b> 4.75" x 7.75"	\$750	\$850	\$950
<b>Full Page</b> 4.75 " x 7.75"	\$500	\$600	\$750
<b>1/2 Page Vertical</b> 2.25" wide x 7.75" high	\$350	\$450	\$600
<b>1/2 Page Horizontal</b> 4.75" wide x 3.75" high	\$350	\$450	\$600
<b>1/4 Page Vertical</b> 2.25" wide x 3.75" high	\$250	\$350	\$450

### Please note:

- reserve your space by **January 20, 2023**
- submit final files by **February 6, 2023**
- embed all fonts and create outlines
- email your ad to [kristina@vnlavt.org](mailto:kristina@vnlavt.org)