

NEWSLINE

PRINT AD RATES & SPECS

NEWSLINE is the official publication of the Massachusetts Association of Landscape Professionals. NEWSLINE is published quarterly and is distributed to members of MLP, as well as allied landscape contracting industry members. Editorial content includes timely information and research that benefits all members of the landscape contracting industry. Advertising in the NEWSLINE ensures exposure to the top decision makers of our professional network of members.

MEMBER RATES (30% Savings)		
Ad Size	Single Ad	Yearly (25% Savings)
1/4 Page	\$165	\$495
1/2 Page	\$300	\$900
Full Page	\$435	\$1,295
Specialty*	\$550	\$1,595

NON-MEMBER RATES		
Ad Size	Single Ad	Yearly (25% Savings)
1/4 Page	\$275	\$825
1/2 Page	\$435	\$1,295
Full Page	\$625	\$1,875
Specialty*	\$755	\$2,195

*Inside front or inside back covers & based on availability. Please contact the MLP office.

Submission Deadlines

Spring Issue: April 8
Summer Issue: August 1
Fall Issue: September 25
Winter Issue: January 15

Acceptable File Formats

EPS: Grayscale, images embedded & fonts converted to outline

TIF: Grayscale, 300 dpi

JPG: Max quality, grayscale, 300 dpi

PDF: Press Optimized high resolution images with fonts embedded, grayscale

All ads are black & white. We cannot print bleeds.

WEB BANNER AD RATES & SPECS

Rates: Members: \$250 Non-Members \$350 (25% disc. after 3 mos. w/ consecutive periods)

Size: 360w x 70h pixels, ≤ 50KB, 72 ppi

Acceptable File Formats: JPG, GIF, PNG

Notice: Any formatting, size, or layout changes that must be made will be billed to the advertiser at the graphic designer's current rates.

Electronic Submissions To:
Anne Franks, Communications &
New Business Development
afranks@mlp-mclp.org

ADVERTISING INSERTION ORDER

Company Information

Company Name _____
Contact Person _____
Street Address _____
City, State & Zip _____
Contact Email _____
Contact Phone _____ Contact Fax _____

Are you an MLP Member: Yes No

Advertising Agency Information (if different from above)

Agency Name _____
Contact Person _____
Contact Email _____
Contact Phone _____ Contact Fax _____

MLP NEWSLINE PRINT ADS

Ad Size

- 1/4 Page 3.75"w x 5"h
 1/2 Page 7.5"w x 5"h
 Full Page 7.5"w x 10"h
 Specialty 7.5"w x 10"h

Ad Details

- Repeat my last ad
 Repeat last ad with changes
 New ad attached/to follow
 Pls contact me re: ad changes each issue

Ad Frequency

- Single Issue Spring Summer Winter Fall
 Full Year (4 Issues) Starting with which issue? _____

MLP WEBSITE BANNER ADS

- 3 Months 6 Mos. 9 Mos. 12 Mos.
Discounted rates available for ads running over 3 mos.)

Total Enclosed (see rates in side bar) \$ _____

Payment Method

- Visa MasterCard Bill Me Check Enclosed
Made payable to : MLP

Card Number _____
Expiration Date _____ Security Code _____
Billing Address if different: _____

Advertising Terms & Conditions:

- All advertising placed in NEWSLINE is done so using the rates in effect on issue date.
- Ad rates and payments are non-commissionable.
- All payments must be made in advance.
- All change orders must be received & confirmed in writing prior to the deadline date.

I confirm the details of this order to be accurate & accept the Terms & Conditions set forth herein.

Authorized Signature _____

Print Name _____ Date _____