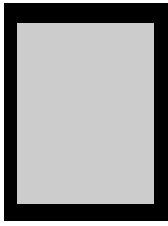
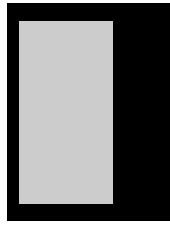


# INDIANA NURSERY & LANDSCAPE NEWS

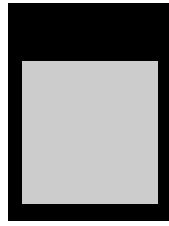
2010 Insertion Order



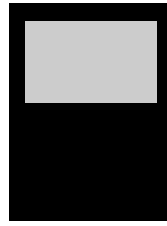
Full-page  
7.5" w x 10" h



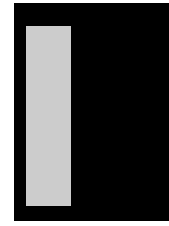
Two-thirds-page (2/3)  
4.5" w x 10" h



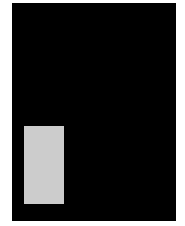
Outside Back Cover  
7.5" w x 8" h



Half-page (1/2)  
7.5" w x 4.9375" h



One-third-page (1/3)  
2.25" w x 10" h



One-sixth-page (1/6)  
2.25" w x 4.63" h

	MEMBER						NON MEMBER					
	1X*		6X		Special Issues 1X		1X*		6X		Special Issues 1X	
	b/w	color	b/w	color	b/w	color	b/w	color	b/w	color	b/w	color
<b>Full page:</b> 7.5" w x 10" h	\$366	\$486	\$330	\$450	\$420	\$540	\$420	\$540	\$360	\$480	\$510	\$630
<b>Two thirds page:</b> 4.5" w x 10" h	\$246	\$366	\$222	\$342	\$330	\$450	\$330	\$450	\$270	\$390	\$390	\$510
<b>Half page:</b> 7.5" w x 4.9375" h	\$210	\$330	\$190	\$310	\$270	\$390	\$270	\$390	\$234	\$354	\$330	\$450
<b>One third page:</b> 2.25" w x 10" h	\$132	\$252	\$120	\$240	\$180	\$300	\$180	\$300	\$162	\$282	\$234	\$354
<b>One sixth page:</b> 2.25" w x 4.63" h	\$90	\$210	\$78	\$198	\$114	\$234	\$114	\$234	\$102	\$222	\$180	\$300
<b>Inside front cover:</b> 7.5" w x 10" h <i>full-page ads only</i>	\$486	\$606	\$420	\$540	\$555	\$675	\$555	\$675	\$492	\$612	\$696	\$816
<b>Inside back cover:</b> 7.5" w x 10" h <i>full-page ads only</i>	\$486	\$606	\$420	\$540	\$555	\$675	\$555	\$675	\$492	\$612	\$696	\$816
<b>Outside back cover:</b> 7.5" w x 8" h	\$390	\$510	\$354	\$474	\$442	\$562	\$442	\$562	\$396	\$516	\$552	\$672
<b>Insert (preprinted-supply flat &amp; untrimmed)</b>	\$330		\$300		\$3360		\$450		\$390		\$4200	
<b>NEW Business Card ads:</b> 2" x 3.5"	\$240 for all 6 issues						\$360 for all 6 issues					

**Classified Ads:** Classified ads for the print magazine are accepted at the rate of \$23 for the first 25 words, numbers or abbreviations (minimum charge) plus \$1 per word thereafter.

\*Price does not apply for special issues

Company: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City, State, Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_  
 Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Issue	Ad Size	Ad Cost	Closing Date/Ad Artwork Due
Jan/Feb 2010	_____	\$ _____	November 26, 2009
<b>NEW Special Issue</b> Mar/Apr 2010	_____	\$ _____	February 1, 2010 - <b>Mails to 5,000!</b>
May/June 2010	_____	\$ _____	April 1, 2010
Jul/Aug 2010	_____	\$ _____	June 1, 2010
Sep/Oct 2010	_____	\$ _____	August 1, 2010
<b>NEW Special Issue</b> Nov/Dec 2010	_____	\$ _____	October 1, 2010 - <b>Mails to 7,000!</b>
<b>TOTAL</b> .....		<b>\$ _____</b>	

Pick-up ad from \_\_\_\_\_ issue

Amount \$ \_\_\_\_\_  Prepay  Invoice  
 Charge Card #: \_\_\_\_\_  
 Exp date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

**Make checks payable to:**  
 Indiana Nursery & Landscape Association  
 7915 S. Emerson Ave, #247, Indianapolis, IN 46237  
 800-443-7336 • 317-889-2382  
 FAX 317-889-3935 • email: dsheets@inla1.org

**To reserve ad space send completed form to:**  
 INLA Advertising Office  
 Rick Haverdink  
 3540 West Jefferson, Grand Ledge, MI 48837  
 Phone: 616-218-7410 / Fax: 517-627-4201  
 Email: haverdink@chartermi.net

**Send ads and any production questions to:**  
 INLA Editorial and Design Office  
 Mary Breidenbach, Cumulus Design  
 1111 E. 54th Street, #133  
 Indianapolis, IN 46220  
 Phone/Fax: 317-205-9635  
 Email: mary@ecumulus.com