



The MLP *Newsline* is the official publication of the Massachusetts Association of Landscape Professionals. The *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 MLP *Newsline* ensures exposure to the top decision makers of our professional network of members.

All ads are black and white and must be received in camera-ready form or sent as Mac-compatible hi-res (300 dpi or more) electronic files in .pdf, .eps, .jpg, or .tif format.

DEADLINES

Winter issue	-December 10th	Summer issue	-June 10th
Spring issue	-March 10th	Fall issue	-September 10th

ADVERTISING RATES & DIMENSIONS

<u>Rate per issue</u>	<u>Member</u>	<u>Non Member</u>	<u>Dimensions (h x w)</u>
1/4 Page	\$ 250.00	\$350.00	5" x 3 3/4"
1/2 Page	\$ 300.00	\$400.00	5" x 7 1/2"
Full Page	\$ 350.00	\$450.00	10" x 7 1/2"
Specialty* <i>(Inside Front or Back)</i>	\$ 550.00	\$650.00	10" x 7 1/2"

Annual Rate (4 consecutive issues)

1/4 Page	\$730.00	\$1070.00	
1/2 Page	\$900.00	\$1240.00	Same as above
Full Page	\$1070.00	\$1410.00	
Specialty* <i>(Inside Front or Back)</i>	\$1750.00	\$2090.00	

DIMENSIONS

<u>Size</u>	<u>Ad Dimensions (h x w)</u>		
Full Page	10"	x	7 1/2"
Half Page	5"	x	7 1/2"
Quarter Page	5"	x	3 3/4"

* Specialty ads based on availability. Please contact the MLP office before submitting payment.

All rates are subject to change and are non-commissionable.
 Payment for ad space must be made in advance of publication.
 The publisher reserves the right to refuse or edit any advertisement for any reason it deems necessary.

Please return this rate sheet, the insertion order form, camera-ready artwork and payment to:

Diane Zinck, Publications Manager

dzinck@mlp-mclp.org • www.mlp-mclp.org

Thank you for your support of MLP

MLP *Newsline*

Advertising Insertion Order

Company: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Are you an MLP member? Yes No

Advertising Agency (if different from above): _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

Would you like invoices and renewal notices to be sent directly to your advertising agent? Yes No

It is the responsibility of the advertising agency to inform MLP of its invoicing requirements

Please check one for each category:

Size:

1/4 pg 1/2 pg Full pg Inside Front Inside Back
(see accompanying rate sheet for dimensions)

Frequency:

1 issue 4 issues (full year) starting with the _____ issue

Format:

Repeat my last advertisement Camera ready artwork enclosed
 Repeat my last advertisement with changes Camera ready artwork to arrive by deadline
 Hi-res Mac-compatible file emailed to dzinck@mlp-mclp.org as .eps .tif .jpg .pdf

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

Authorized signature: _____ Date: _____

Payment:

Please make checks payable to **MLP** and mail to the association office, or complete following credit card information

Total Enclosed: (please refer to accompanying rate sheet) \$ _____

Visa MasterCard Card #: _____ Exp Date: _____ Sec Code: _____

Billing Address of cardholder: (if different from above): _____

Signature: _____ Date: _____