

National GreenCentre

Newsletter Advertising Rates

The electronic newsletter provides more than just updates about the National Green Centre show – it links readers to the most innovative national and international industry news. It provides exhibitors access to potential customer's inboxes every Monday morning when exhibitors provide information and news about their company for us to include.

Contact Lisa Kliethermes for more information about a display ad at 888.233.1876 ext 703 or email graphics@nationalgreencentre.org.

Newsletter Ad (160 x 160 pixels) Cost

Annual Contract

Ad Box 1 or 2	\$1200
Ad Box 3 or 4	\$1100
Ad Box 5 or 6	\$1000
Ad Box 7 or 8	\$900
Ad Box 9 or 10	\$850
Ad Box 11 or 12	\$800

Spring: January, February, March, April

Ad Box 1 or 2	\$400
Ad Box 3 or 4	\$360
Ad Box 5 or 6	\$330
Ad Box 7 or 8	\$300
Ad Box 9 or 10	\$280
Ad Box 11 or 12	\$260

Summer: May, June, July, August

Ad Box 1 or 2	\$400
Ad Box 3 or 4	\$360
Ad Box 5 or 6	\$330
Ad Box 7 or 8	\$300
Ad Box 9 or 10	\$280
Ad Box 11 or 12	\$260

Fall: September, October, November, December

Ad Box 1 or 2	\$600
Ad Box 3 or 4	\$550
Ad Box 5 or 6	\$500
Ad Box 7 or 8	\$450
Ad Box 9 or 10	\$425
Ad Box 11 or 12	\$400

ONE company will be allowed to advertise in each of the 12 Ad Boxes each month. The ad will appear in the emailed version of the newsletter.

The NGC will create the online ad for you and link it to a Web page of your choice.

The screenshot shows an email client window titled "NEWS: 2012 floor plan, mythical creature & swirl pots". The email header includes the sender "Western Nursery & Landscape Association [exhibits@nationalgreencentre.org]" and the subject "NEWS: 2012 floor plan, mythical creature & swirl pots".

The newsletter content includes:

- Header:** National GreenCentre logo, date "Jan 8-9, 2012 • Kansas City, MO • By the Western Nursery & Landscape Association", and navigation links: [join the association](#), [exhibiting](#), [attending](#), [search](#), [www.nationalgreencentre.org](#).
- Section:** WNL A E-Newsletter • February 7, 2011. Includes a link: "Having trouble viewing this e-mail? Click [HERE](#) to see it on the web".
- Image:** Hands holding soil. Labeled "Ad Box 1" on the right.
- Image:** A woman holding a bouquet of flowers. Labeled "Ad Box 2" on the right.
- Text:** "The Therapeutic Landscapes Network provides information, education and advocacy about gardens, landscapes and other green spaces that promote health and well-being. We are an international, multidisciplinary community of designers, health and human service providers, scholars, gardeners and nature enthusiasts who believe that access to nature, both wild and designed, enables people to live fuller, richer, healthier lives." Labeled "Ad Box 3" on the right.
- Image:** A smartphone displaying an app. Labeled "Ad Box 4" on the right.
- Text:** "I discovered them through the 'New Soil Discovery' article I recently read in Ex Terra Vita, St. Louis ASLA's e-newsletter. This article linked to Therapeutic Landscapes Network's blog that explained, 'It's in the dirt. Or to be a little more specific, a strain of bacterium in soil, Mycobacterium vaccae, has been found to trigger the release of serotonin, which in turn elevates mood and decreases anxiety. And on top of that, this little bacterium has been found to improve cognitive function and possibly even treat cancer and other diseases. Which means that contact with soil, through gardening or other means, is beneficial.'" Labeled "Ad Box 5" on the right.
- Text:** "Inspired? I know I am - I can't wait to get out and plant my pots this spring! If information like this can spread to the customers, you'll be swamped this spring!" Labeled "Ad Box 6" on the right.
- Text:** Sarah Woody Bibens, Executive Director, National Green Centre, presented by the Western Nursery & Landscape Association. Labeled "Ad Box 7" on the right.
- Section:** Hot Off the Press. Includes a floor plan image and text: "The floor plan for the 2012 National Green Centre is now available for viewing complete with a runway for the successful Sweet Melissa Fashion Show, and multiple island booths. More space will open once capacity is reached - keep an eye on it as it fills in the coming weeks." Labeled "Ad Box 8" on the right.
- Image:** A man's portrait. Labeled "Ad Box 9" on the right.
- Image:** A woman's portrait. Labeled "Ad Box 10" on the right.
- Image:** A woman's portrait. Labeled "Ad Box 11" on the right.
- Image:** A woman's portrait. Labeled "Ad Box 12" on the right.