



OUR MISSION

*To promote and protect the future of Florida's nursery and landscape industry.*

[www.fngla.org](http://www.fngla.org)

## FLORIDA'S GREEN INDUSTRY

### About Florida's Nurseries, Growers and Landscape Businesses

#### WHO WE ARE

- As the nation's largest state nursery and landscape association, FNGLA represents Florida's nursery and landscape industry which generated \$31.4 billion total output sales in 2020 and directly employed 266,000+ people.
- Our members include growers, landscape contractors, maintenance professionals, garden centers, municipal groundskeepers, irrigation professionals, and allied suppliers.

#### BRINGING HEALTH AND HAPPINESS TO FLORIDIANS

- 13,000+ social media followers
- 250,000+ annual website views
- 18,000+ Greenline monthly circulation
- 1,600+ FNGLA Members

Florida's nursery and landscape industry is comprised of:

WHOLESALE NURSERIES & GREENHOUSES

LANDSCAPE CONTRACTOR AND DESIGN COMPANIES

RETAIL GARDEN CENTERS

LAWN & GARDEN EQUIPMENT & SUPPLY STORES

RELATED SUPPLIES AND EQUIPMENT COMPANIES

Businesses within the nursery and landscape industry produce:

FOLIAGE PLANTS

FLORIDA-FRIENDLY LANDSCAPING™

SHADE/FLOWERING TREES

FLOWERING POTTED PLANTS

BEDDING PLANTS

HERBACEOUS PERENNIALS

EVERGREEN TREES & SHRUBS

#### FLORIDAGARDENING.ORG PLATFORM

- FNGLA offers trends, tips and information to consumers through its Florida Gardening platform.
- Thousands of visitors browse FloridaGardening.org each month to find inspiration, review seasonal tips and locate a certified professional. Additional information is distributed through a monthly email newsletter to hundreds of subscribers.

# FNGLA ADVERTISING OPPORTUNITIES

Through FNGLA's various communications platforms, advertisers can push their messages to industry leaders, certification professionals and related businesses. Reach out to Sandra Pellerin - (407)295-7994 or spellerin@fn gla.org -- to build a package that elevates your brand.

## PRINT OPPORTUNITIES

CHANNEL	DESCRIPTION
<b>New Member Welcome Packet</b>	All new FNGLA members receive a welcome packet upon joining the association. This ad option allows you to include your printed materials.
<b>Certified Pros Certification Packet</b>	All newly certified FNGLA Certified professionals receive a 'congrats' packet upon earning their certification. This ad option allows you to include your printed materials.

## ADVERTISING CONTACT

**Sandra Pellerin**  
 (407)295-7994  
 spellerin@fn gla.org

## ONLINE OPPORTUNITIES

CHANNEL	DESCRIPTION	BY THE NUMBERS
<b>FNGLA Website</b> <a href="http://www.FNGLA.org">www.FNGLA.org</a>	FNGLA.org is the virtual home for industry information, certifications and training, and registration for upcoming events.	<b>250,000+</b> annual views of the website
<b>Florida Gardening</b> <a href="http://www.FloridaGardening.org">www.FloridaGardening.org</a>	Catered to consumers, this online platform provides tips and information for gardeners.	

## SOCIAL MEDIA OPPORTUNITIES

CHANNEL	DESCRIPTION	BY THE NUMBERS
<b>Facebook</b> <b>Instagram</b> <b>Twitter/X</b> <b>LinkedIn</b>	@FNGLA social channels share updates with members, industry and stakeholders. The channels are publicly accessible and can be shared.	<b>Facebook:</b> 9.1K likes <b>Instagram:</b> 4.9K followers <b>Twitter/X:</b> 2.7K followers <b>LinkedIn:</b> 2.6K connections

## NEWSLETTER OPPORTUNITIES

CHANNEL	DESCRIPTION	BY THE NUMBERS
<b>Tal's Intel</b>	This newsletter is issued weekly from CEO Tal Coley to FNGLA member organizations and organization employees. It summarizes real time information, including legislative and advocacy efforts.	<b>4,100+ readers per week</b>
<b>Greenline</b>	FNGLA's Greenline is emailed each month to FNGLA members, certified professionals, and industry professionals. A digital version of the issue is also placed on FNGLA's website and shared across FNGLA's social media platforms.	<b>18,000+ readers per month</b>
<b>Certification News</b>	Certification News is a monthly e-newsletter targeted to certified professionals and nursery and landscape industry insiders each month.	<b>3,000 readers per month</b>
<b>FNGLA Alerts</b>	FNGLA sends out periodic email alerts to its member companies and their employees on breaking news and issues impacting Florida's nursery and landscape industry.	<b>4,100+ readers per month</b>

## ADVERTISING OPPORTUNITIES

### THE GREATER INDUSTRY

**\$9,900 PER YEAR**

A mix of print and digital ads targeted at FNGLA members, company decision-makers, and the landscape and nursery industry.

### CERTIFIED PROFESSIONALS

**\$3,700 PER YEAR**

A mix of print and digital ads aimed at targeting FNGLA professionals.

### FLORIDA PLANT ENTHUSIASTS

**\$1,000 PER YEAR**

Digital ad placements targeting Florida gardening enthusiasts.

FNGLA Website Banner and Box Ads

Ad in Tal's Weekly E-Newsletter

Ad in Monthly Edition of Greenline E-Newsletter

Ad in Monthly Edition of Certified Pros E-Newsletter

Member Mailing Letter

Sponsored Email

New Member Welcome Packet Placement

FloridaGardening.org Banner Ad

Banner Ad on FloridaGardening.org E-Newsletter

Additional sponsorship opportunities available on request.

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