

# FNGLA Advertising Contract



## Contact Details

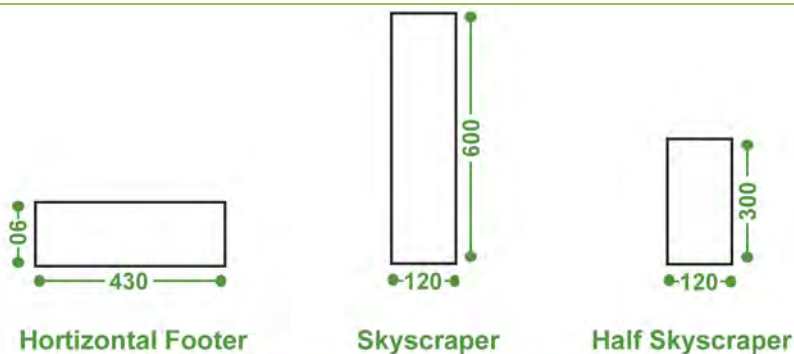
Advertiser:	Contact:	Member: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Address:	City:	State:	Zip:
Phone:	Fax:	Email:	
Agency (if applicable):	Contact:	Title:	
Address:	City:	State:	Zip:
Phone:	Fax:	Email:	
Contact for artwork questions? <input type="checkbox"/> Advertiser <input type="checkbox"/> Agency			
Forward Billing to: <input type="checkbox"/> Advertiser <input type="checkbox"/> Agency			
If firm is not an FNGLA member, but are signing up as one now, attach your membership application to this contract and check here: <input type="checkbox"/> (for a Membership Application, go to <a href="http://www.fn gla.org/membership/join/application.pdf">http://www.fn gla.org/membership/join/application.pdf</a> )			

## 1 FNGLA Website Advertising

Banner ad rates and locations are based on a set time period, and the specific "section" or page where the banner will appear on FNGLA's website. Banners are scheduled for one-month cycles. There is a maximum of 3 advertisers per ad space and ads are rotated. Rates and locations are subject to change. Looking to be an exclusive advertiser for a specific section of the website, please contact [Clay Archey](#) for availability and pricing.

All FNGLA Members receive a 15% discount off of the website advertising list rate.

Banner Rates per month			Frequency and Charges, pre-member discount			
<b>Main web site</b>						
Zone	Type	Size	1x	3x	6x	12x
1	Horizontal footer	430 x 90	\$200	\$180	\$170	\$160
2	Skyscraper	120 x 600	\$315	\$280	\$270	\$250
3	Half Skyscraper	120 x 300	\$190	\$170	\$160	\$150
<b>TPIE or The Landscape Show Skyscraper</b>						
5 & 7	Trade Show Skyscraper	120 x 600	\$400	\$360	\$340	\$320
4 & 6	Trade Show Half Skyscraper	120 x 300	\$250	\$225	\$215	\$200



### Advertise on FNGLA website:

Zone(s) \_\_\_\_\_ Size \_\_\_\_\_ Frequency \_\_\_\_\_ Months to run \_\_\_\_\_

Ad is (choose 1):  Static  Dynamic (animated), how many panels?  1  2  3  n/a, Flash file

Ad should link to (choose 1):  Web site  E-mail  PDF, jpg or other image (submit with ad)

The banner ad should link to: \_\_\_\_\_.

## 2 FNGLA's Member Communication: Ben's Bullets

### Exclusive Ben's Bullets Advertisement (for FNGLA Member Firms Only)

Most weeks of the year, FNGLA's CEO's writes a no-frills, chock-full-of-information update called "Ben's Bullets." Disseminated to FNGLA's 2000+ member emails, we are pleased to offer an exclusive skyscraper advertising opportunity for this update. Ad should be 120 X 600 pixels and must be purchased in a 5-week block frequency for \$750 per block.

Specify number of 5-week blocks @\$750 each \_\_\_\_\_.

The banner ad should link to: \_\_\_\_\_.



Skyscraper

## 3 Greenline Flipbook Advertising

A monthly flipbook pushed to FNGLA's 2000+ member emails each month and referenced, through a thumbnail, most weeks through the CEO's weekly communique "Ben's Bullets."

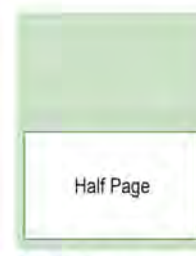
- Full page (limit 3 advertiser): \$400
- Half page ( limit 2 advertiser): \$250
- Quarter page (limit 2 advertisers): \$150
- Classified: \$60

[add a photo for \$5 more (each add'l photo is \$5)]

All FNGLA Members receive a 15% discount off of Greenline advertising list rates.



**Full Page**  
Bleed: 8.75" x 11.25"  
Trim: 8.5" x 11"  
Safety: 7.5" x 10"  
(w x h)



**Half Page**  
7" x 4.625"  
(w x h)



**Quarter Page**  
3.375" x 4.625"  
(w x h)

## Advertising Terms and Conditions

1. The advertiser or authorized agency must forward all material to FNGLA in accordance with the deadline schedule. Cancellations, changes, or corrections must conform to published deadlines.
2. Advertisements and banners cannot be run without an insertion order or advertising contract.
3. No cancellations are accepted after the closing date for space. No refunds will be given for cancelled contracts.
4. The opportunity to make revisions is not guaranteed for material received after the closing date for ad/art.
5. FNGLA reserves the right to review and possibly reject advertising.
6. FNGLA does not guarantee any given level of circulation or readership for a banner or advertisement.

7. Advertisers and advertising agencies assume liability for all content, including text and illustrations of banners or advertisements, and also assume responsibility for any claims arising.
8. FNGLA reserves the right to insert the word "advertisement" above or below any copy.
9. FNGLA shall be under no liability for its failure, for any cause, to insert a banner or advertisement or for any error in any advertisement.
10. FNGLA has no financial liability of any kind to advertiser (including no obligation to refund any portion of any advertisement payment) in the event the FNGLA web site cannot be accessed by any person for any reason, including periodic maintenance and hardware or software failures.
11. Current advertisers have first right of refusal for Web advertisements.

\*All ads must be provided electronically (e-mail, CD, or ftp). Advertising is on a first-come, first-served basis. Submit ads to Clay Archey at FNGLA, [carchey@fn gla.org](mailto:carchey@fn gla.org) or mail to address below.

Total Monthly Contract Amount \$ \_\_\_\_\_ FNGLA will invoice you following each month's run.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

FNGLA • 1533 Park Center Drive • Orlando, FL 32835-5705 Ph: 800.375.3642 or 407.295.7994 • Fax: 407.295.1619 • E-mail: [carchey@fn gla.org](mailto:carchey@fn gla.org)