

Display Ad Rates for 2009-2010 publications

NATIVE PLANT & SERVICE DIRECTORY

Targets commercial/wholesale market. Distribution: 25,000 primarily in Florida (some distribution in other southeastern states). 50% direct mailed to subscribers plus landscape architects, contractors, and designers; growers/nurseries, garden centers, environmental consultants, public agencies, municipalities, builders/developers, conservation organizations and universities.

AD TYPE/PLACEMENT	MEMBER RATE	NON-MEMBER RATE
Back Cover*	\$1549	\$2195
Two-page spread*	1700	2195
Inside front/back cover pgs (2, 3, 86, 87)	1420	2195
Full-page color	1139	1750
Full-page black & white	793	1150
Half-page color	605	1000
Half-page black & white	435	750
Quarter-page color	347	600
Quarter-page black & white	231	400
Eighth-page (biz card plus) color	210	375
Eighth-page (biz card plus) black & white	125	250

GUIDE FOR REAL FLORIDA GARDENERS

Targets retail/homeowner market. Distribution: 125,000 in Florida. Direct mailed to subscribers and distributed at community events by over 400 partner organizations including extension/master gardeners, garden clubs, municipalities, conservation and green groups, and Florida Native Plant Society chapters.

AD TYPE/PLACEMENT (all ads full color)	MEMBER RATE	NON-MEMBER RATE
Back Cover*	\$1785	\$3500
Inside front cover (page 2)	1500	2750
Full-page color	1279	2200
Half-page color	\$739	1300
Quarter-page color	\$449	750
Eighth-page (biz card plus) color	\$289	450

SPECIFICATIONS

Ad sizes and file types accepted are posted at our website or available by calling Cammie Donaldson at 321.917.1960 or submitting email to: cammiedonaldson@earthlink.net

RESTRICTIONS

Only members can advertise plants, and only Florida native plants can be included in advertising. Please, no pictures of non-native plants or vast expanses of turfgrass, thanks. Also: no advertising of chemical products or cypress mulch. All advertising is subject to AFNN approval and AFNN reserves the right to reject any advertisement for any reason.

Acceptance of advertising implies neither approval nor endorsement. AFNN provides advertising for informational purposes only and shall not be held responsible for the results of any business conducted with the advertiser.

CONTACT: Cammie Donaldson, 321.917.1960 or cammiedonaldson@earthlink.net