



2012 Taproot Advertising Contract

Idaho Nursery and Landscape Association

P.O. Box 2065

Idaho Falls, ID 83403

Ph 800-462-4769 Fax 208-529-0832

Name of Firm _____
 Contact Person _____
 Mailing Address _____
 City, State, Zip _____
 Phone (____) ____ - ____ Fax (____) ____ - ____ Email: _____

TAPROOT ADVERTISING

No. of Insertions:	Full Year	1 Issue
	<u>6 Issues</u> Paid in advance	<u>1 Issue</u> Paid in advance
_____ Full Page	\$ 935	\$ 190
_____ 1/2 Page (horizontal)	\$ 675	\$ 135
_____ 1/2 Page (vertical)	\$ 675	\$ 135
_____ 1/4 Page (horizontal)	\$ 500	\$ 100
_____ 1/4 Page (vertical)	\$ 500	\$ 100
_____ 1/8 Page (Business Card)	\$ 300	\$ 60
_____ Classified Ad	\$ 300	\$ 60

Starting Issue: January March May
 July September November

***Copy Deadline: 15th of month preceding publication (Dec. 1st for Jan/Feb issue)
 Ad copy enclosed/sent electronically Use same ad as last issue
 Electronic ads must be submitted in one of the following formats: .jpg, .tiff, or .pdf

Contract: _____ Date: _____

AD Cost: \$ _____

Total Attached \$ _____

Check # _____

Credit Card # _____ Exp. Date _____

Signature _____ Sec. code. _____

Ad Sizes			Advertising Rates		
	<u>Height</u>	<u>Width</u>	<u>Size</u>	<u>Full Yr</u>	<u>1 Issue</u>
Full page	9.25"	7.5"	Full Page	\$ 935	\$ 190
1/2 Page Vertical	9.25"	3.75"	1/2 Page	\$ 675	\$ 135
			1/4 Page	\$ 500	\$ 100
			1/8 Page	\$ 300	\$ 60
	<u>Height</u>	<u>Width</u>	*Specifications: All typesetting, enlargements or reductions will be charged to advertiser at current printer rates.		
1/2 Page Horizontal	4.625"	7.5"	*Electronic ads should be submitted in .jpg, .tiff, or .pdf files to rmbonsai@msn.com or abates@inlagrow.org		
1/4 Page Vertical	4.625"	3.75"	* All Advertising is payable in advance, us U.S. Dollars.		
	<u>Height</u>	<u>Width</u>	*No advertising will be run without Receipt of payment.		
1/4 Page Horizontal	2.313"	7.5"	*Checks should be made out to: INLA. Please complete contract and attach check in US dollars.		
1/8 Page	2.313"	3.75"			