

Do you want to make key connections with professional florists and event specialists on a consistent basis?

Are you looking for a high quality, professional way to introduce your high quality, professional products?



Let me introduce you to a publication that can reach your target audience. I am the Executive Vice President of the Michigan Floral Association (MFA), Executive Director of the Wisconsin & Upper Michigan Florists Association (WUMFA), and publisher of **The Professional Florist** magazine. Our mission is to provide our members and readership with education and professional partnerships. One of our primary resources for doing this is **The Professional Florist**. The magazine is packed with insightful articles, valuable information, educational opportunities, and other relevant industry topics, which help keep the readers at the forefront of the floral industry. The magazine has an easy-to-read format, which encourages all to read it from cover to cover. All back issues are archived in digital format on the MFA website, located at: <http://www.michiganfloral.org/about-mfa/the-professional-florist/>.

Your advertisement will be seen in **The Professional Florist**.

It is a 32-page four-color, award winning bi-monthly magazine that reaches 1500 professional florists. It is a perfect publication to reach this niche market; the magazine has great shelf life. In addition to editorial content, our readers have come to rely on the advertisements in **The Professional Florist** as an easy, time efficient way to find out about products and services. This makes your advertisement an economical and effective way to get your message in front of the people that matter.



Put **The Professional Florist** to work for you!

A media kit with quick facts, advertising rates & specifications, contract, and editorial content/deadlines can be found on the following pages. Please review and consider placing an advertisement today! Whether you would like one ad or a long-term contract we are here to help. I look forward to working with you and helping to increase your sales.

Sincerely,

Rodney P. Crittenden
Executive Vice President
Michigan Floral Association
Wisconsin & Upper Michigan Florists Association



ADVERTISING RATES

All Rates Are Net. An agency placing advertising should add their commission when billing their client, the advertiser.

Four-Color Covers	1x	3x	6x
Cover 4 (back cover)	\$1,195	\$1,140	\$1,086
Cover 2 (inside front)	1,145	1,093	1,041
Cover 3 (inside back)	1,095	1,045	996
Four-Color Display			
Full-page	\$995	\$950	\$905
1/2-page	790	755	720
1/3-page	720	685	655
1/4-page	655	625	595
Black & White Display			
Full-page	\$720	\$685	\$655
1/2-page	520	495	470
1/3-page	445	425	405
1/4-page	380	360	345

INSERTS/OUTSERTS

Full page black & white rate at the appropriate frequency discount for each page of the insert. (Plus additional postage if applicable.)

ADVERTISING PLACEMENT

Additional 15 percent for fixed/preferred positions.

AD PREP SERVICE

Your ad can be prepared for publication by VPDCS. Please contact us for ad prep/design charges.

ADVERTISING CLOSING DATES

Issue	Space Reservation	Material Due
Issue I (Jan./Feb.)	December 4	December 11
Issue II (Mar./Apr.)	February 15	February 22
Issue III (May/Jun.)	April 15	April 22
Issue IV (Jul./Aug.)	June 14	June 21
Issue V (Sept./Oct.)	August 15	August 22
Issue VI (Nov./Dec.)	October 15	October 22

FOR ADVERTISING CONTACT

Rod Crittenden

Advertising Sales Manager

(517) 575-0110 • (517) 575-0115 • rod@michiganfloral.org

EDITORIAL CALENDAR

ISSUE I – GLFEE and WUMFA Convention Issue

Coverage of the Great Lakes Floral & Event Expo and the Wisconsin & Upper Michigan Florists Association Annual Convention. These two shows bringing together the best design shows, business sessions, and exhibitors draw attendance from all over the country. If you're an exhibitor place an ad in this issue and invite attendees to stop by your booth.

ISSUE II – Sympathy Issue

With consumers' attitudes towards funeral work constantly changing, *The Professional Florist* shows you the latest in local, regional, and national sympathy designs and gives you marketing tips on how to reach both the public and funeral directors.

ISSUE III – Great Lakes Floral & Event Expo and Wisconsin & Upper Michigan Florists Association Annual Convention Wrap-Ups

Florists and business owners turn to Issue III to see who was honored with the MFA Designer the Year, Academy Winner, etc. Also those recognized for achievements in the retail, grower, and wholesaler segments are highlighted. And, the Expo picture pages feature industry members participating in the Expo.

ISSUE IV – Christmas/Holiday Trends

Vital holidays like Christmas and Hanukkah will be here before we know it. Open house themes, marketing home decor for the holidays, developing commercial accounts, and much, much more are covered in Issue III. *The Professional Florist* gives readers exactly what they need to know to select the latest cut flower varieties and keep up with specific market trends.

ISSUE V – Member Benefits/Spring Holidays

With so many different options available to them, retailers, wholesalers, and growers continue to find the Michigan Floral Association and the Wisconsin & Upper Michigan Florists Association must-belong organizations! This issue explains the many benefits of membership.

Spring Holidays – One of the florists' most important time of the year. Learn how to make Valentine's Day, Mother's Day, Easter, and Memorial Day more profitable. Articles such as Design Tip, and Design Spotlight will show design ideas and timely information on new products.

ISSUE VI – Great Lakes Floral & Event Expo and WUMFA Convention Programs, and Weddings

An insider's preview of the largest gathering of florists and associated trades in the Midwest means this is a special issue! Readers get an exclusive look at shows, presenters, contests, and everything they need to make plans to attend.

Weddings – Here comes the bride along with her bouquet, boutonnieres, and bridesmaids. See examples of the latest wedding designs and decorations along with articles on how to sell that wedding.

AD SIZES

<p>FULL PAGE WITH BLEED 8 3/8" x 11" <small>(trim size 8 1/8" x 10 3/4")</small></p>	<p>1/4 PAGE HORIZONTAL 7 1/8" x 2 1/4"</p>	<p>1/2 PAGE VERT. 3 7/16" x 9 11/16"</p>	<p>1/4 PAGE ISLAND 3 7/16" x 4 3/4"</p>	<p>1/2 PAGE ISLAND 4 11/16" x 7 1/4"</p>	<p>1/3 PAGE SQUARE 4 11/16" x 4 3/4"</p>
	<p>1/2 PAGE HORIZONTAL 7 1/8" x 4 3/4"</p>				<p>1/3 PAGE VERT. 2 3/16" x 9 11/16"</p>

AD SPECIFICATIONS

Publication Dimension

Full page trim size: 8-1/8" x 10-3/4".

Bleeds

No extra charge on full pages. Keep live matter 1/4" from edges. Be certain to include 1/8" bleed imagery. Total image area should be 8-3/8" x 11". There is no need to add registration marks manually. The automatic crop mark feature in the page layout software is sufficient.

Accepted File Formats

PDF: CMYK, press quality, with all fonts embedded. Acceptable PDFs must be created from the following programs: Adobe InDesign, Adobe PhotoShop, Adobe Illustrator, or QuarkXPress. The quality of PDFs created with any other program cannot be guaranteed.

If you are building your file in InDesign or Quark, you can use our InDesign export.joboptions or Quark export.joboptions to create your output file. Simply download the appropriate file to your computer, load it into your PDF Export options, then use it to create your print ready PDF. This will eliminate the need to copy links and fonts to us. After you create your print ready PDF, please look it over to make sure it looks the way you want it to. If you have any trouble creating a print ready PDF file, or need help transferring your raw files, feel free to call our prepress department at 1-800-773-7798. You're also welcome to read our Electronic File Submission Guide (<http://www.updemandcreation.com/customer-support/ad-submission/>)

Adobe Photoshop native files, .tiff, and .jpg files are acceptable however the quality of text and line art won't be as crisp as files provided in the formats above.

These files can be sent via E-mail (if 10MB or smaller), our File Transfer Utility (<http://filedrop.villagepress.com>), or on a disk.

Color Ads

Images must be in CMYK or Gray Scale. DO NOT use RGB colors.

Black-and-White Ads

All black-and-white ads must be set up to output as one-color art. No color specifications should be applied to any type or art elements of a black-and-white ad. This will prevent any unanticipated screen tints from appearing in the final output.

Images

Digital photography and scanned images must be 300 dpi (at scale). Line art should be scanned at 600 dpi or higher.

When creating lines in your images, do not use the "hairline" line thickness (for best results use .5 thickness or higher).

Fonts

Embed all fonts when submitting PDFs

Post Script fonts are preferred.

Avoid the use of True Type fonts.

Compression

If submitting files to us that are compressed, please send us a single archive file using either Stuff-It or Zip.

A Quick Checklist

Are the dimensions correct?

Are PDF files saved as "Press Quality"?

Are all fonts embedded?

Are 4-color (process) ads specified in CMYK color space?

Are black and white ads set up as 1-color art?

GENERAL CONDITIONS

1. "Publisher" in this rate card means, *The Professional Florist*.
2. Every advertisement is accepted and published on the representation of the agency and advertiser that they are authorized to publish the entire content and subject matter of the advertisement; that the advertisement does not violate or infringe any personal or property rights of others, whether common law or statutory; that the advertisement contains nothing libelous or contrary to law; and that they are authorized to make these representations. In consideration of publication of the advertisement, the agency and advertiser will indemnify, defend, and save the Publisher harmless from and against any loss or expense (including attorney's fees) arising out of that publication, including without limitation any loss or expense resulting from a claim or suit for libel, invasion of privacy or copyright infringement, or any other claim based on the content or subject matter of the advertisement.
3. All orders are accepted subject to Publisher's approval. The Publisher will not be bound by any condition on a contract, order or copy instructions (whether printed or not) other than those set forth in this rate card unless specifically agreed upon in writing by the Publisher.
4. All contents of advertisements are subject to Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.
5. Any advertising simulating *The Professional Florist* editorial matter in appearance or style that is not immediately identifiable as advertising is not acceptable. The Publisher reserves the right to insert the word "Advertisement," or any other term or phrase stating that acceptance of the advertisement does not constitute endorsement or approval by the Publisher of the products or services advertised above or below any copy.
6. Positioning of advertisements is at sole discretion of the Publisher except if a request for a specific position is acknowledged in writing by the Publisher.
7. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any copies of any issue of *The Professional Florist* because of strike, work stoppage, accident, fire, act of God, or any other circumstance not within the Publisher's control.
8. Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matter but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.
9. The Publisher's liability for any other error will not exceed the cost of the space occupied by the error.
10. Advertisers may not change or cancel any order for an advertisement after the closing date for the issue in which the advertisement is to be published. There shall be no privilege of approval or revision of advertising copy received by the applicable deadline.
11. Publisher shall have the right to hold the advertiser and its agency jointly and severally liable for such monies that are due and payable to the Publisher for advertising ordered by either the advertiser or its agency and published.
12. Rates published in this rate card are effective with the November/December 2017 issue of *The Professional Florist*. Any change in these rates will be announced at least 30 days before the issue date to which it applies. Conditions other than rates are subject to change by the Publisher without notice.

Advertising Placement

Advertising is rotated and interspersed throughout, except paid positions. Courtesy is paid to special requests whenever possible.

Payment

First time advertisers are required to send payment with materials. Failure to pay on time will result in loss of applicable discounts. All others: payment due net 30 days from invoice date. Payment delinquency beyond 60 days will forfeit agency and frequency discounts.



Ad Space Contract

Insertion Dates: Please publish my ad in the following issues of *The Professional Florist*: (check issues for insertions).

- Issue I, _____ Issue II, _____ Issue III, _____
 Issue IV, _____ Issue V, _____ Issue VI, _____

Ad Size:

- Full Page Half Page Horizontal Half Page Vertical Half Page Island
 Third Page Square Third Page Vertical Quarter Page Horizontal Quarter Page Vertical

Ad Color:

- Full Color Black & White

Materials Furnished:

- Electronic Copy Emailed Pick Up Ad From _____ Issue of *The Professional Florist*

Guaranteed Position:

- Cover II Cover III Cover IV
 Right Hand Page Far Forward

Ad Price:

Number of Insertions _____ @ \$ _____ Each. Net, Per Attached Rate Sheet

The Michigan Floral Association is here by authorized to publish or advertisement(s), for which we agree to pay at the rates prevailing on the date of this contract. We agree to submit all materials to the publication office to be received no later than the established deadlines. (See rate sheet.) In the event payment for agreed advertising is not made by the representative advertising agency, the advertiser agrees to accept responsibility for advertising space charges incurred on their behalf. I understand the number of insertions indicated will determine my rate. Greater frequency can generate lower rates, and less frequency can result in short rating. The previous ad will be repeated for the next scheduled space if no new acceptable art/film/digital file has been received. **All art/size changes must be submitted to the publisher in writing prior to the space reservation date.**

Firm Name: _____

Contact Name: _____ Title: _____

Billing Address: _____

Phone: _____ Email: _____

Method of Payment: (Card will be charged after each insertion.)

- Visa MasterCard American Express Discover Card Invoice: Net 30 With PO # _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Authorized Signature: _____ Date: _____

Return Signed Contract To:

Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 • Fax: (517) 575-0115 • Email: rod@michiganfloral.org

Questions? Call Rod at (517) 575-0110.