

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 Great Lakes Floral Association (GLFA), 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 GLFA website, located at: <https://greatlakesfloralassociation.org/about-glfa/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 1000 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  
Great Lakes Floral Association  
Wisconsin & Upper Michigan Florists Association

The Professional

# FLORIST

## ADVERTISING RATES \*

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

|                                  | 1x      | 3x      | 6x         |
|----------------------------------|---------|---------|------------|
| <b>Four-Color Covers</b>         |         |         |            |
| Cover 4 (back cover)             | \$1,195 | \$1,140 | \$1,131.25 |
| Cover 2 (inside front)           | 1,145   | 1,093   | 1,041      |
| Cover 3 (inside back)            | 1,095   | 1,045   | 996        |
| <b>Four-Color Display</b>        |         |         |            |
| Full-page                        | \$995   | \$950   | \$905      |
| 1/2-page                         | 790     | 755     | 720        |
| 1/3-page                         | 720     | 685     | 655        |
| 1/4-page                         | 655     | 625     | 595        |
| <b>Black &amp; White Display</b> |         |         |            |
| 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.)  | November 9        | November 23  |
| Issue II (Mar./Apr.) | January 15        | January 27   |
| Issue III (May/Jun.) | March 13          | March 27     |
| Issue IV (Jul./Aug.) | May 12            | May 29       |
| Issue V (Sept./Oct.) | July 15           | August 1     |
| Issue VI (Nov./Dec.) | September 15      | October 1    |

\* One time ad rates for Issue I (color only): Full-page \$1595  
 1/2-page \$1390  
 1/3-page \$1340  
 1/4-page \$1285

## AD SIZES

## EDITORIAL CALENDAR

### Issue I - GLFEE & WUMFA Convention Issue<sup>1</sup>

Coverage of the Great Lakes Floral & Event Expo (GLFEE) and the Wisconsin & Upper Michigan Florists Association (WUMFA) Annual Convention. These two shows bringing together the best design shows, hands on workshops, 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. 7000 copies mailed & distributed for Issue I. Special ad rate applies.

### Issue II - Wedding Issue

Here comes the bride along with her bouquet, boutonnières, and bridesmaids. See examples of the latest wedding designs and decorations along with articles on how to sell that wedding/special event to achieve maximum profits!

### Issue III - GLFEE & WUMFA Convention Wrap Up Issue

This issue features great photos of the Industry Awards winners along with each division's Design Contest winners from both the GLFEE and the WUMFA Annual Convention. It also is the time we thank our sponsors for helping to make it all possible!

### Issue IV - 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 V - Fall / Christmas Issue

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 this issue.

### Issue VI - Spring Holidays Issue

One of the florists' most important times of the year. Learn 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.

## FOR ADVERTISING CONTACT

Rod Crittenden  
 Advertising Sales Manager  
 (517) 575-0110 • (517) 575-0115  
[rod@greatlakesflorallassociation.org](mailto:rod@greatlakesflorallassociation.org)

## 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.

**The Professional Florist** is the flagship publication for the Michigan Floral Association. The magazine is packed with timely feature stories and many columns that appear on a consistent basis. The magazine provides suppliers with a quality vehicle for advertising their products and services. The membership reads this from cover to cover and values the support that is received from the advertisers.

## Quick Facts:

- Circulation:** 1000 copies direct mailed nationwide. Includes industry professionals and members of the Michigan Floral Association, Wisconsin & Upper Michigan Florists Association, Illinois State Florists' Association, Tennessee State Florists' Association and the Floral Association of the Rockies. 7000 copies distributed nationwide for Issue I.
- Published:** Bi-Monthly.
- Editorial:** See attached Editorial Calendar. Content determined by independent voluntary committee made up of professionals from all segments of the industry.
- Accolades:** Diamond Award Winning Publication – Michigan Society of Association Executives (MSAE).
- Specifications:** 32 pages four-color.
- Ad Rates:** See Advertising Rates on page 2.
- Editor:** Rod Crittenden - rod@greatlakesfloralassociation.org
- Publisher:** Rod Crittenden - rod@greatlakesfloralassociation.org
- Ad Sales:** Rod Crittenden - rod@greatlakesfloralassociation.org



## Wedding Revival

Old traditions, new opportunities

BY SUZIE KOSTICK AIFD, CF, PFCI

It's been just over twelve months since the wedding and event industry came to a crashing halt. During what was developing to be a banner season for weddings, Covid forced couples everywhere to change and rethink their plans. As the industry emerges from this crisis, early indicators are showing that, although slightly different, the business of wedding flowers is returning, gaining momentum and about to experience a revival of sorts. Can I get a wool?

As they and sales continue to open up and florists once again begin to plan for weddings, many for the second or third time, it's exciting to trace about what wedding couples are going to want for their post-Covid weddings. Let's take a look at some of the styles predicted to rise and what directions the business of weddings is heading.

### CONTRACTS AND INSURANCE

Wedding contracts have become increasingly important in protecting both the bride and groom as well as the florist. Gone are the days where the florist shake a guarantee that regardless of the circumstances, both parties will remain civil if anything should go awry. Florists can easily follow the countless conversations on this subject floating around. Social Media and on the Internet however, contracts and agreements are much too important to leave them to chance. See a professional or better yet proper legal counsel when establishing what you should include and what you should leave out. Likewise, protecting your business and your staff with the proper business and event insurance is key. Aside from the standard insurances that businesses carry, there are now better options for liability and for circumstances or postponements in terms of insurance. Brides and grooms planning larger events are investing in travel insurance policies and as a vendor who can easily be heavily impacted by global, national or local emergencies, natural disasters or just plain negligence, insurance policies are worth a second thought and the investment. Again, this is an



The Professional

# FLORIST

## Ad Space Contract

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

- Issue I, 2025       Issue II, 2025       Issue III, 2025  
 Issue IV, 2025       Issue V, 2025       Issue VI, 2025

**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      Outside Back Cover  
 Right Hand Page       Far Forward

**Ad Price:**

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

I, \_\_\_\_\_ of Great Lakes Floral Association is hereby 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:**

Great Lakes Floral Association - PO Box 67 Haslett, MI 48840 - FAX: (517) 575-0115 - email: [rod@greatlakesfloralassociation.org](mailto:rod@greatlakesfloralassociation.org)  
Questions? Call Rod at (517) 575-0110.