The Professional

FLORIST

ADVERTISING MEDIA KIT













ADVANCING EDUCATIONAL AND PROFESSIONAL PARTNERSHIPS NATIONWIDE

Great Lakes Floral Association • *Wisconsin & Upper Midwest Florists Association*



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 Midwest 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 readers at the forefront of the floral industry. Its easy-to-read format encourages everyone to read it from cover to cover. Every issue is also published in a digital edition, where each advertiser's ad links directly to their website. Current and back issues are available on the GLFA website at *greatlakesfloralassociation.org/about-glfa/the-professional-florist/*.

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

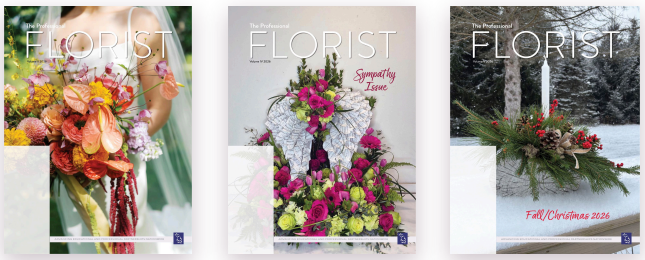
It is a 32-page, four-color, award-winning bi-monthly magazine that reaches 1,000 professional florists, a perfect publication for reaching this niche market, with great shelf life. In addition to editorial content, our readers rely on the advertisements in *The Professional Florist* as an easy, time-efficient way to find out about products and services. That 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!

The following pages include quick facts, advertising rates and specifications, the editorial calendar with deadlines, and a contract. Please review them 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
Executive Director, Wisconsin & Upper Midwest Florists Association





ABOUT THE MAGAZINE

The Professional Florist is the flagship publication of the Great Lakes Floral Association.

The magazine is packed with timely feature stories and many columns that appear on a consistent basis, giving suppliers a quality vehicle for advertising their products and services. Our membership reads it from cover to cover and values the support it receives from advertisers.

1,000	7,000	6	32
PROFESSIONAL FLORISTS REACHED EVERY ISSUE	COPIES DISTRIBUTED FOR ISSUE I	ISSUES A YEAR	PAGES, FULL FOUR-COLOR

PRINT + DIGITAL

One ad. Two editions. *A direct link to your website.*

Every issue of *The Professional Florist* is also published in a digital edition, and **every advertiser's ad is linked to their website**. Readers go from your ad to your site in one click, and your message keeps working long after the print copy has been read. No extra charge — it's included with every ad.

greatlakesfloralassociation.org/about-glfa/the-professional-florist/

SCAN TO READ THE LATEST ISSUE

Quick Facts

CIRCULATION	1,000 copies direct mailed nationwide, including industry professionals and members of the Great Lakes Floral Association and the Wisconsin & Upper Midwest Florists Association. **7,000 copies distributed nationwide for Issue I.**
PUBLISHED	Bi-monthly — six issues a year. 32 pages, four-color, in print and digital editions.
EDITORIAL	See the Editorial Calendar. Content is determined by an independent volunteer committee made up of professionals from all segments of the industry.
ACCOLADES	Diamond Award Winning Publication — Michigan Society of Association Executives (MSAE).
AD RATES	See Advertising Rates, page 5.
EDITOR, PUBLISHER & AD SALES	Rod Crittenden · rod@greatlakesfloralassociation.org

PLAN YOUR YEAR

Editorial Calendar



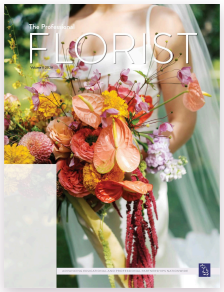
ISSUE I · JAN./FEB.

GLFEE & WUMFA Convention Issue

Coverage of the Great Lakes Floral & Event Expo (GLFEE) and the Wisconsin & Upper Midwest Florists Association (WUMFA) Annual Convention. These two shows bring together the best design shows, hands-on workshops, business sessions and exhibitors, drawing 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.

7,000 copies mailed & distributed. Special ad rate applies.

Space reservation	**November 9**
Materials due	**December 1**

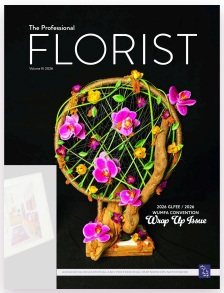


ISSUE II · MAR./APR.

Wedding Issue

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 or special event to achieve maximum profits.

Space reservation	**January 15**
Materials due	**February 2**



ISSUE III · MAY/JUN.

GLFEE & WUMFA Convention Wrap Up Issue

Great photos of the Industry Awards winners, along with each division of the Design Contest winners from both the GLFEE and the WUMFA Annual Convention. It's also when we thank our sponsors for helping to make it all possible.

Space reservation	**March 13**
Materials due	**April 6**



ISSUE IV · JUL./AUG.

Sympathy Issue

With consumers' attitudes toward funeral work constantly changing, *The Professional Florist* shows you the latest in local, regional and national sympathy designs, with marketing tips on reaching both the public and funeral directors.

Space reservation	**May 12**
Materials due	**June 8**



ISSUE V · SEPT./OCT.

Fall / Christmas Issue

Vital holidays like Christmas and Hanukkah will be here before we know it. Open house themes, marketing, home décor for the holidays, developing commercial accounts and much more are covered in this issue.

Space reservation	**July 15**
Materials due	**August 3**



ISSUE VI · NOV./DEC.

Spring Holidays Issue

One of florists' most important times of the year. Learn to make Valentine's Day, Mother's Day, Easter and Memorial Day more profitable. Design Tip and Design Spotlight features share design ideas and timely information on new products.

Space reservation	**September 15**
Materials due	**October 5**

RATES & DEADLINES

Advertising Rates

All rates are net. An agency placing advertising should add its commission when billing its client, the advertiser.

FOUR-COLOR COVERS	1X	3X	6X
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

FOUR-COLOR DISPLAY	1X	3X	6X
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	1X	3X	6X
Full page	$720	$685	$655
1/2 page	520	495	470
1/3 page	445	425	405
1/4 page	380	360	345

ISSUE I ONE-TIME RATES (COLOR ONLY)

$1,595	$1,390	$1,340	$1,285
FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE

GLFEE & WUMFA Convention Issue · 7,000 copies distributed

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.

CLOSING DATES

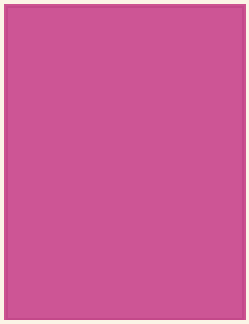
ISSUE	SPACE	MATERIALS
Issue I (Jan./Feb.)	November 9	December 1
Issue II (Mar./Apr.)	January 15	February 2
Issue III (May/Jun.)	March 13	April 6
Issue IV (Jul./Aug.)	May 12	June 8
Issue V (Sept./Oct.)	July 15	August 3
Issue VI (Nov./Dec.)	September 15	October 5

Every ad is also in our digital edition, linked to your website.
Print reach plus online clicks, included at no extra charge. Scan to see the latest issue.

ADVERTISING CONTACT

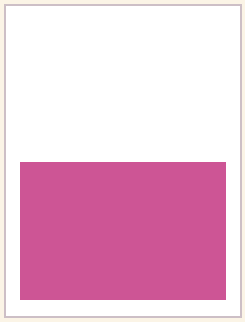
Rod Crittenden ADVERTISING SALES MANAGER
Phone (517) 575-0110 • Fax (517) 575-0115 • rod@greatlakesfloralassociation.org

Ad Sizes & Specifications



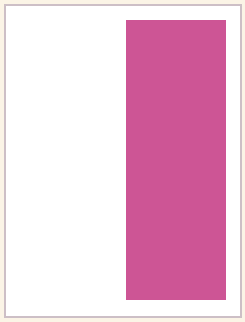
FULL PAGE WITH BLEED

8⅝″ × 11″
trim 8⅛″ × 10¾″



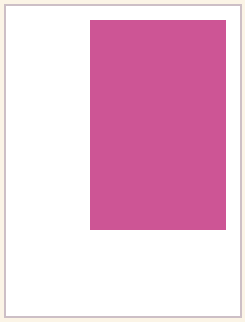
1/2 PAGE HORIZONTAL

7⅛″ × 4¾″



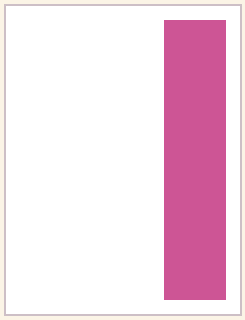
1/2 PAGE VERTICAL

$3\frac{7}{16}$″ × $9\frac{11}{16}$″



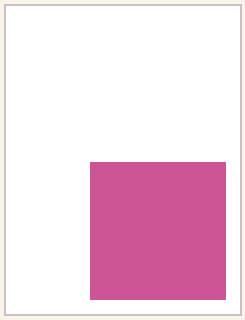
1/2 PAGE ISLAND

$4\frac{11}{16}$″ × 7¼″



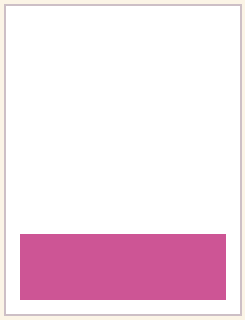
1/3 PAGE VERTICAL

$2\frac{3}{16}$″ × $9\frac{11}{16}$″



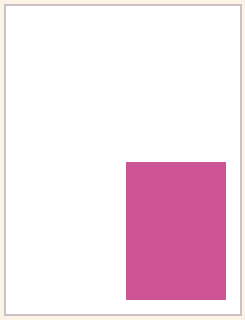
1/3 PAGE SQUARE

$4\frac{11}{16}$″ × 4¾″



1/4 PAGE HORIZONTAL

7⅛″ × 2¼″



1/4 PAGE ISLAND

$3\frac{7}{16}$″ × 4¾″

PUBLICATION DIMENSION

Full-page trim size: 8⅛″ × 10¾″.

BLEEDS

No extra charge on full pages. Keep live matter ¼″ from edges. Be certain to include ⅛″ bleed imagery; total image area should be 8⅝″ × 11″. There is no need to add registration marks manually; the automatic crop mark feature in your page layout software is sufficient.

COLOR ADS

Images must be in CMYK or grayscale. 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 prevents 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" thickness (for best results use .5 or higher).

FONTS

Embed all fonts when submitting PDFs. PostScript fonts are preferred; avoid TrueType fonts.

COMPRESSION

If submitting compressed files, please send a single archive file using either StuffIt 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 & white ads set up as 1-color art?

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 eliminates 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 *(vpdemandcreation.com/customer-support/ad-submission/)*.

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

Files can be sent via email (if 10MB or smaller), our File Transfer Utility *(filedrop.villagepress.com)*, or on a disk.

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 the 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

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

GUARANTEED POSITION

☐ Cover II ☐ Cover III ☐ Cover IV (outside back)

☐ Right-Hand Page ☐ Far Forward

MATERIALS FURNISHED

☐ Electronic copy emailed ☐ Pick up ad from _____ issue of *The Professional Florist*

AD PRICE

Number of insertions _____ @ $ _____ each. Net, per attached rate sheet.

The Great Lakes Floral Association is hereby authorized to publish our 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 ☐ Invoice: Net 30 with PO # _____

Card Number _____ Exp. Date _____ Security Code _____

Authorized Signature _____ Date _____

RETURN SIGNED CONTRACT TO

Great Lakes Floral Association
P.O. Box 67, Haslett, MI 48840
Fax (517) 575-0115 • rod@greatlakesfloralassociation.org

Questions?
Call Rod at (517) 575-0110