

2018-19 Media Kit



Serving The Nursery And Landscape Industry Since 1925

Thank you for your interest in supporting the Illinois Green Industry Association.

IGIA is proud to be a leader in Illinois' nursery and landscape industry. Founded in 1925, the IGIA is one of the oldest agricultural organizations in the state. We are growers, designers, contractors and vendors. We are individuals and organizations of all shapes and sizes whose services, products, passion and expertise drive the Illinois nursery and landscape industry that makes Illinois a greener place to live.

Our membership is deeply involved with and dedicated to representing our industry with regard to legislation and regulation, at both state and national levels. From third-generation nurserymen to irrigation manufacturers and beyond, our association is a diverse cooperation of active, engaged members and we welcome everyone who plays a part in our shared mission to join us.

Being featured in our regular eblasts, advertising on our website, and sponsoring and exhibiting at unique events like our Annual Summer Conference, Growers' Tour, and InVigorateU, provide you the opportunity to not only promote your brand and message directly to our members. You are also demonstrating your support for our mission and commitment to serving the nursery and landscape industry of Illinois.

If you wish to sponsor programming associated with InVigorateU, let's chat so we can discuss your ideas and budget. What's included in this guide is just a starting point for reference. There are a lot of ways we can work together!

I'm looking forward to activating the plans we'll develop to serve your promotional goals and the needs of IGIA members.

Kellie Schmidt
Executive Director
Ph. 217.546.4733
kellie@illinoisgreen.net

Digital Advertising Opportunities

Trending Green

A bi-weekly eblast that provides IGIA members and other green industry professionals with important information including:

- Upcoming Industry Events
- Time Sensitive Industry News
- Market Trends
- Newest Job Board Postings
- Legislative & Public Policy Updates
- Educational Features

Timing: Distributed via email every other Tuesday

Advertising Options

1. Standard Promo Ad

Ad Size: 700 x 120

\$125 (member); \$160 (non-member)

Ad Size: 700 x 240

\$200 (member); \$250 (non-member)

2. Sponsored Article

Build your brand by featuring educational content related to your products or services and establish your position in the industry as an expert.

Image Size: 700 x 240 with article

Cost: \$250 (member); \$325 (non-member)

3. Exclusive Eblast to IGIA Database

Feature content that is so important you'd rather not share the limelight with other articles or eblast features. Send an exclusive eblast to our database. Work with the IGIA staff to select date/time. You provide copy and images. IGIA has final approval on all content prior to deployment.

Cost: \$500 (member); \$625 (non-member)

The screenshot shows the layout of the 'Trending Green' eblast. At the top is the title 'Trending Green' with a green leaf graphic. Below it is a list of 'In This Issue...' items: 1. Green Industry News, 2. OSHA Crystalline Silica Standards, 3. Contracts Reminder, 4. Legislative & Advocacy Efforts, 5. Welcome New Members, 6. Corporate News/CEUs Plus. A central graphic shows a small green plant growing in a white cup. To the right, there are several article teasers with titles like 'Federal Regulators Need to Revisit Electronic Tracking Rule for Truckers', 'Bayer Wins EU Approval for \$62.5 Billion Monsanto Buy', 'Raising Future Retailers', 'Marketing Matters', 'Blue Spruce Update', 'Recent Study Shows 70% of Leaders are Scared to Talk With Their Employees. Here's a Solution.', 'Branded Plants: Gaining and Retaining Relevance with Consumers', 'Welcome New Members', 'Crop Insurance Solutions', 'Why Belong to IGIA?', 'Legislative & Advocacy Efforts', and 'Congratulations to our newest ICN Pros!'. At the bottom right is the IGIA logo and contact information: Illinois Green Industry Association, 2900 Greenbriar Drive, Springfield, IL 62704, Ph. 217.546.4733 | Fax. 217.546.4703 | info@illinoisgreen.net.

Increase traffic to your website by reaching over 2,000 members of the nursery and landscape industry - All eblast ads are linked directly to your website!

Digital Advertising Opportunities

Web Advertising on IllinoisGreen.net

Grab the attention of potential customers and drive traffic directly to your website by placing your ad on our website where our members and other interested parties can link directly to your site.



	1x*	2x*	4x*	6x*
Spotlight Ad 220 x 600 pixels	\$200 (mem) \$250 (non-mem)	\$175 (mem) \$225 (non-mem)	\$150 (mem) \$200 (non-mem)	\$125 (mem) \$175 (non-mem)
Right Bar Ad 220 x 220 pixels	\$150 (mem) \$190 (non-mem)	\$125 (mem) \$165 (non-mem)	\$100 (mem) \$140 (non-mem)	\$75 (mem) \$115 (non-mem)
Skyscraper Ad 728 x 90 pixels	\$300 (member) \$375 (non-mem)	\$275 (mem) \$350 (non-mem)	\$250 (mem) \$325 (non-mem)	\$225 (mem) \$300 (non-mem)

*Advertising term is one month unless otherwise stated. All ad measurements are width x height.

Digital Advertising Opportunities

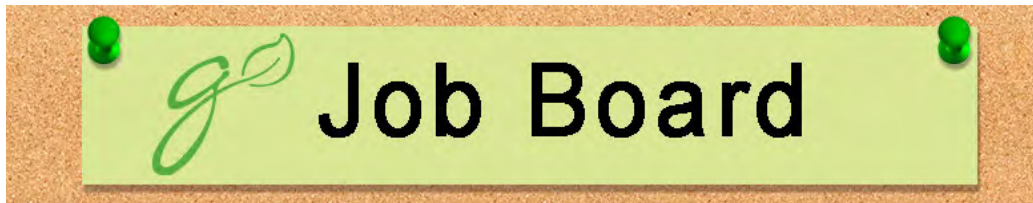
In Search of Qualified Candidates?

Target those with green industry experience on our industry job board, to be featured on IllinoisGreen.net and in our bi-weekly eblasts.

To place your ad, visit www.illinoisgreen.net/job-board.

COST: \$25 per posting

Note: Anyone can view the job board, only members can post open positions.



Digital Ad Production Requirements

All artwork must be submitted by email to info@illinoisgreen.net or sent via DropBox or other method of file sharing. For digital advertising, artwork must be 4-color, CMYK.

Accepted file formats include:

- pdf - High resolution (300 dpi) with all fonts embedded
- jpg - High resolution (300 dpi)
- tif - High resolution (300 dpi)

Terms and Conditions

To ensure publication of advertisement as agreed upon, payment must accompany the insertion order. No advertisement will be executed until payment is received in full.

Advertisers and advertising agencies assume liability for all content of advertisements and responsibility for any claims made against the association. IGIA reserves the right to reject any advertising not in keeping with the association's brand standards.

Digital ads must be received at least five (5) business days prior to the run date.

To qualify for frequency rates, advertisements must fall within the same calendar year, be purchased at the same time and are non-negotiable.

Digital Advertising Commitment Form

Company _____ IGIA Member Yes No

Address _____

City, State, Zip _____

Phone _____ Email _____

Advertising Contact _____ Title _____

Signature _____ Date _____

Trending Green Eblast Advertising

Standard Promo Ad (700 x 120) _____ \$125 (member) _____ \$160 (non-member)

Standard Promo Ad (700 x 240) _____ \$200 (member) _____ \$250 (non-member)

Sponsored Article with 700 x 240 image _____ \$250 (member) _____ \$325 (non-member)

Exclusive Eblast _____ \$500 (member) _____ \$625 (non-member)

IllinoisGreen.net Website Advertising*

Spotlight Ad (300 x 250) _____ \$200 (member) _____ \$250 (non-member)

Right Bar Ad (200 x 200) _____ \$150 (member) _____ \$190 (non-member)

Square (logo) Ad (180 x 180) _____ \$100 (member) _____ \$125 (non-member)

Skyscraper Ad (160 x 600) _____ \$300 (member) _____ \$375 (non-member)

**Advertising term is one month unless otherwise stated. All ad measurements are width x height.*

For web ads, if you are committing to more than one month, adjust pricing for frequency discounts noted on pg 3.

Total Ad Costs: _____

Charge to Credit Card # _____ Exp. Date: ____ / ____ SIC# _____

Signature _____ Date _____

Conditions

Advertisers assume liability for all content of advertisements, and responsibility for any claims made against the association. IGIA reserves the right to reject any advertising not in keeping with the association's brand. This form is a binding contract between the above-signed company and the IGIA to publish an advertisement.

Event Sponsorship

IGIA organizes several events throughout the year to provide education, information, and a forum for our members to organize, network and exchange ideas. Event sponsorship is a highly-visible way for you to show your support for the Illinois green industry and have your name seen by thousands of green-minded professionals at these widely-attended events.

IGIA Summer Conference



Sponsor Opportunities	Member	Non-Member
Opening Night Reception	\$500	\$750
Golf Outing	\$250	\$350
Annual Meeting Breakfast	\$300	\$400
Group Dinner	\$750	\$900

Sponsors will receive recognition in Trending Green eblasts, on IGIA website, in event promotional materials, on onsite event signage, and in program materials distributed during the event. Group dinner sponsors will receive an opportunity to address the group for 2-3 minutes.

Growers Connect

Each year, the IGIA Growers Committee plans a one-day event where attendees tour member grower facilities. This affords the opportunity for both members and non-members to learn more about the unique growing operations producing quality nursery stock right in our back yards.



It has always been important to cultivate relationships with the people you are sourcing product from, so that you have what you need when it's time to install the job. But with the demands of today's fast-paced world and constantly-changing customer expectations, supplier relationships have never been more critical. Consider bringing your team to this year's event so you can connect with our network of growers!

Sponsor Levels	Member Cost	Non-Member Cost
Platinum Sponsor	\$2,000	\$2,500
Gold Sponsor	\$1,000	\$1,500
Silver Sponsor	\$500	\$750
Supporting Sponsor	\$200	\$250

Sponsors will receive recognition in Trending Green eblasts, on IGIA website, in event promotional materials, on onsite event signage, and in program materials distributed during the event.

Event Sponsorship

InVigorateU

InVigorateU is an intensive educational event for landscape architects & designers, growers/nurseries, greenhouses, arborists, garden centers/retailers, business owners and managers, irrigation contractors, and landscape contractors, including foremen.

This event is geared toward those looking not only for continuing education credits, but also for practical and productive learning in an efficient yet robust “let’s get to work” environment.

InVigorateU is held annually in Bloomington-Normal, IL and in 2019, will be at the Marriott Hotel & Conference Center on January 14 &15.



Sponsorship Levels

Premier Sponsor	\$5,000	Social Mixer Sponsor	\$1,000
Event Sponsor	\$2,500	Meal Sponsor	\$800
Education Track Sponsor	\$2,000	Coffee / Tea Sponsor	\$600
Lanyard Sponsor		Supporting Sponsor	\$350
Your company provides lanyards	\$500		
We produce lanyards	\$1,000		

Exhibitor Booth Space Available

10' x 10' booth available for those looking to display product and interact with event attendees

Exhibit space sold out in 2017 and 2018!

Cost: \$450 (members); \$650 (non-members)



Contact Kellie Schmidt at 217.546.4733 or kellie@illinoisgreen.net to ensure your company is represented at our biggest event of the year!

Event Advertising

Expand your reach by advertising in the InVigorateU program book & exhibitor directory!

Distributed to all registered attendees, exhibitors, speakers, and sponsors that attend the event.



11" h

8 1/2" w

Important Deadlines

All commitments must be made by **December 1**.
Artwork must be submitted by **December 8** (no exceptions).

When submitting artwork, please email print-ready pdf files with all embedded fonts and graphics.

Accepted file format include pdf, .eps, .tiff or .jpg. Resolution must be at least 300 dpi at full size.

Do not include crop marks and, if possible, please change text to outlines.

For full color ads, must be submitted as CMYK.

Print Advertising Options

Full Page, 4 color – Back Cover	\$500 (member)	\$625 (non-member)
Full Page, 4 color – Inside Front Cover	\$400 (member)	\$500 (non-member)
Full Page, 4 color – Inside Back Cover	\$400 (member)	\$500 (non-member)
Full Page, B&W Interior – 8.5" x 11"	\$300 (member)	\$375 (non-member)
1/2 Page Vertical, B&W – 4.25" x 11"	\$175 (member)	\$225 (non-member)
1/2 Page Horizontal, B&W – 8.5" x 5.5"	\$175 (member)	\$225 (non-member)
1/4 Page, B&W – 4.25" x 5.5"	\$100 (member)	\$125 (non-member)

All ad measurements are width x height. Full page ad size is 8.5" x 11".

Illinois Green Industry Association | 2900 Greenbriar Drive | Springfield, IL 62704
Ph. 217.546.4733 | Fax 217.546.4703 | info@illinoisgreen.net

Print Advertising Commitment Form

Company _____ IGIA Member Yes No
Address _____
City, State, Zip _____
Phone _____ Email _____
Advertising Contact _____ Title _____
Signature _____ Date _____

InVigorateU Event Program & Exhibitor Directory Print Advertising Options

Full Page, 4 color – Back Cover	_____ \$500 (member)	_____ \$625 (non-member)
Full Page, 4 color – Inside Front Cover	_____ \$400 (member)	_____ \$500 (non-member)
Full Page, 4 color – Inside Back Cover	_____ \$400 (member)	_____ \$500 (non-member)
Full Page, B&W Interior – 8.5" x 11"	_____ \$300 (member)	_____ \$375 (non-member)
½ Page Vertical, B&W – 4.25" x 11"	_____ \$175 (member)	_____ \$225 (non-member)
½ Page Horizontal, B&W – 8.5" x 5.5"	_____ \$175 (member)	_____ \$225 (non-member)
¼ Page, B&W – 4.25" x 5.5"	_____ \$100 (member)	_____ \$125 (non-member)

All ad measurements are width x height. Full page ad size is 8.5" x 11".

Important Deadlines

All commitments must be made by **December 1**. Artwork must be submitted by **December 8** (no exceptions).

Total Ad Cost: _____

Charge to Credit Card # _____ Exp. Date: ____/____/____ SIC# _____

Signature _____ Date _____

Conditions

Advertisers assume liability for all content of advertisements, and responsibility for any claims made against the association. IGIA reserves the right to reject any advertising not in keeping with the association's brand. This form is a binding contract between the above-signed company and the IGIA to publish an advertisement.