



Get BIG Results with Advertising!

As a Mid-States Horticultural Expo exhibitor, you receive a **FREE** listing in the *Trade Show Directory*. But you can enhance your listing with an ad to increase your exposure to the projected 2,500 attendees. This *Directory*, distributed at the trade show will be used as a reference tool throughout the year. Take advantage of this exceptional value by reserving your space today. *Advertising works!*

Specs & Pricing: (Please Circle Below)	Image Area	Bleed	Trim	(KNLA/TNLA Member)		(Non-Member)	
				B&W	Color	B&W	Color
Full Page	6.87 x 9.5	8.125 x 10.75	7.875 x 10.5	\$170.00	\$270.00	\$245.00	\$395.00
1/2 Page Horizontal	6.875 x 4.5	N/A	N/A	\$120.00	N/A	\$170.00	N/A
1/2 Page Vertical	3.375 x 9.25	N/A	N/A	\$120.00	N/A	\$170.00	N/A
1/4 Vertical	3.375 x 4.5	N/A	N/A	\$95.00	N/A	\$135.00	N/A
Inside Front Cover*	6.87 x 9.5	8.125 x 10.75	7.875 x 10.5	N/A	\$370.00	N/A	\$545.00
Inside Back Cover*	6.87 x 9.5	8.125 x 10.75	7.875 x 10.5	N/A	\$370.00	N/A	\$545.00
Back Cover*	6.87 x 9.5	8.125 x 10.75	7.875 x 10.5	N/A	\$470.00	N/A	\$695.00

*Call for availability - 502.695.0106 or email mail.knla@gmail.com.

Company: _____

Contact: _____

Address: _____

City: _____ St: _____ Zip: _____

Office Phone: _____ Email: _____

Amount Enclosed \$ _____

Charge Amount \$ _____

Name on Card: _____

Billing Address: _____

City: _____ St: _____ Zip: _____

Account #: _____ Card Verification Value #: _____

Exp. Date: _____ (Visa/MC Only - last 3 digits on reverse side)

Signature: _____

Deadline for Reservations & Materials: Thursday, January 5, 2012

VERY IMPORTANT, PLEASE NOTE:

Please make a copy of this form and remit with payment to:

Mid-States Horticultural Expo (or MSHE) • P O Box 57 • McMinnville, TN 37111

Mail this form and artwork to:

MSHE Advertising • c/o Kentucky Nursery and Landscape Association • 216 Pendleton Lane • Frankfort, KY 40601

Questions? Contact Betsie Taylor at 502.695.0106 or mail.knla@gmail.com