

# Mid-States Horticultural Expo

Where spring buying begins



## 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!*

<b>Specs &amp; Pricing:</b> (Please Circle Below)	<b>Image Area</b>	<b>Bleed</b>	<b>Trim</b>	<b>(KNLA/TNLA Member)</b>		<b>(Non-Member)</b>	
				<b>B&amp;W</b>	<b>Color</b>	<b>B&amp;W</b>	<b>Color</b>
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	8.12 5x 10.75	7.875 x 10.5	N/A	\$370.00	N/A	\$545.00
Back Cover*	6.87 x 9.5	8.12 5x 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: Friday, December 18

### VERY IMPORTANT, PLEASE NOTE:

Please make checks payable and remit to:

Mid-States Horticultural Expo (or MSHE) AND 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