

# *The Professional Florist*



This 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:	1500 copies direct mailed nationwide. Includes industry professionals and members of the Michigan Floral Association, Wisconsin Upper Michigan Floral Association, Illinois State Florists' Association, State Florists' Association of Indiana, Tennessee State Florists' Association and the Floral Association of the Rockies.
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 Executive (MSAE).
Specifications:	32 pages four-color.
Ad Rates:	See separate Rate Sheet
Editor:	Barbara Gilbert – <a href="mailto:bgilbert327@gmail.com">bgilbert327@gmail.com</a>
Publisher:	Rod Crittenden – <a href="mailto:rod@michiganfloral.org">rod@michiganfloral.org</a>
Ad Sales:	Rod Crittenden – <a href="mailto:rod@michiganfloral.org">rod@michiganfloral.org</a>

# The Professional Florist

## 2016 Ad Space Contract

Insertion Dates: Please publish my ad in the following issues: (check issues for insertions).

- |  |   |
|--|---|
| <input type="checkbox"/> Issue I, 2016   | <input type="checkbox"/> Issue IV, 2016 |
| <input type="checkbox"/> Issue II, 2016  | <input type="checkbox"/> Issue V, 2016  |
| <input type="checkbox"/> Issue III, 2016 | <input type="checkbox"/> Issue VI, 2016 |

**Ad Size:**      \_\_\_ Full Page      \_\_\_ 1/2 Page (\_\_\_H, \_\_\_V, \_\_\_Island)  
                  \_\_\_ 1/3 Page (\_\_\_V, \_\_\_Sq)      \_\_\_ 1/4 Page (\_\_\_H, \_\_\_V)

**Ad Price:** # of insertions \_\_\_ @ \$\_\_\_\_\_ea. Net, per attached rate sheet.

**Ad Color:**      \_\_\_ Full Color      \_\_\_ B & W

**Materials Furnished:**      \_\_\_ Artwork furnished  
  \_\_\_ Disk furnished or electronic copy  
  \_\_\_ Pick up ad from \_\_\_\_\_ issue.

**Guaranteed Position** \_\_\_\_\_

The Michigan Floral Association is here by 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 card.) 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)

(Circle one) - Visa MC AE Discover -- Invoice: Net 30 w/PO # \_\_\_\_\_

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ Security Code \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date:

**Return signed Contract To:**

Mail: MFA – PO Box 67 – Haslett, MI 48840

Fax: (517) 575-0115

Email: [rod@michiganfloral.org](mailto:rod@michiganfloral.org)

**Questions? Call Rod at (517) 575-0110.**