About MSHS

THE MINNESOTA STATE HORTICULTURAL SOCIETY (MSHS) is one of the longest-standing and largest member-supported horticultural societies in the United States, engaging cold-climate gardeners from the Upper Midwest to Alaska to Canada. Proudly serving growers of all ages, backgrounds and skill levels since 1866, we offer gardening classes and resources, community outreach programs and the award-winning Northern Gardener magazine, the only publication exclusively for cold-climate gardeners.

Our members and readers grow both ornamentals and food and are passionate, informed gardeners who trust and look to us to find quality gardening tools, products and garden centers, nurseries and landscaping services. According to a recent survey, Northern Gardener readers actively scan the publication for ads. We offer valuable marketing opportunities to build your brand, drive sales and share your message with the Upper Midwest’s strong network of gardening enthusiasts.

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 Advertise in our award-winning, bimonthly publication

3 Northern Gardener Digital Issue
 Expanded reach through digital distribution (with bonus hot links!)

4 Northern Gardener eNews
 Reach supporters monthly through our MSHS e-newsletter

5 NorthernGardener.org
 Reach thousands through our website, a growing resource hub for northern gardeners

6 Advertising Packages
 Maximize your marketing dollars!

7 Webinars, Screenings & Contests
 Sponsorship Opportunities

OUR REACH

<table>
<thead>
<tr>
<th>9,500</th>
<th>11,000</th>
<th>14,300</th>
<th>435,000</th>
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<tbody>
<tr>
<td>Active Members</td>
<td>Northern Gardener Magazine Readers</td>
<td>eNews Subscribers</td>
<td>Annual Website Visits</td>
</tr>
</tbody>
</table>

CULTIVATING communities.
CREATING green spaces.
ENCOURAGING growth.

Minnesota State Horticultural Society
1935 County Rd. B2 West, Suite 125
Roseville, MN 55113-1334
www.NorthernGardener.org

Advertising Contact
BETSY PIERRE
(763) 295-5420
BETSY@PIERREPRODUCTIONS.COM
Northern Gardener Magazine

FULL COLOR ADVERTISING RATES

<table>
<thead>
<tr>
<th>PLACEMENT</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Center Spread</td>
<td>$1,699</td>
<td>$1,599</td>
<td>$1,499</td>
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<tr>
<td>Back Cover</td>
<td>$1,599</td>
<td>$1,499</td>
<td>$1,399</td>
</tr>
<tr>
<td>Inside Front or Back</td>
<td>$1,299</td>
<td>$1,199</td>
<td>$1,099</td>
</tr>
<tr>
<td>Opposite Inside Front</td>
<td>$1,299</td>
<td>$1,199</td>
<td>$1,099</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,099</td>
<td>$999</td>
<td>$899</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$699</td>
<td>$629</td>
<td>$569</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$629</td>
<td>$579</td>
<td>$499</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$599</td>
<td>$549</td>
<td>$479</td>
</tr>
<tr>
<td>Assigned Location</td>
<td>$90</td>
<td>$85</td>
<td>$69</td>
</tr>
<tr>
<td>Gardener’s Market 2”</td>
<td>$149</td>
<td>$139</td>
<td>$129</td>
</tr>
<tr>
<td>Gardener’s Market 3”</td>
<td>$189</td>
<td>$179</td>
<td>$169</td>
</tr>
<tr>
<td>Gardener’s Market 4”</td>
<td>$269</td>
<td>$249</td>
<td>$239</td>
</tr>
<tr>
<td>Gardener’s Market 5”</td>
<td>$315</td>
<td>$289</td>
<td>$269</td>
</tr>
</tbody>
</table>

• Ads hotlinked from digital version of the magazine.
• 40% non-profit discount.

DISPLAY AD SPECIFICATIONS (WxH)

TRIM SIZE 8 3/8” X 10 7/8”

- Full-page bleed 8 5/8” x 11 1/8”
- Full-page non-bleed 7 1/4” x 10”
- 1/2 page horizontal 7 1/8” x 4 7/8”
- 1/3 page vertical 2 1/4” x 10”
- 1/3 square 4 7/8” x 4 7/8”
- 1/4 page 3 1/2” x 4 7/8”

LIVE MATTER: must be 1/2” inside publication trim
BLEED MATTER: must extend 1/8” beyond publication trim
PRINTING PROCESS: web offset
BINDING: saddle stitch
RESOLUTION: Ad must be 300dpi print quality at full size.
NOTE: All ads should be designed with a border. Ads requiring design services may be charged a design fee. Please email or call for details.

GARDENER’S MARKET ADS APPEAR IN THE BACK OF THE MAGAZINE AND ARE ALL 2 1/4” WIDE BY TWO, THREE, FOUR OR FIVE INCHES HIGH.

75% of readers report reviewing Gardener’s Market in each issue!

Advertising Contact
BETSY PIERRE
(763) 295-5420
BETSY@PIERREPRODUCTIONS.COM
Northern Gardener Digital Issue

NORTHERN GARDENER DIGITAL ISSUE LANDING PAGE

AVERAGE ISSUE VISITS: 1,360
AVAILABLE: Bimonthly (Jan, Mar, May, July, Sept and Nov)

COST
LEFT OF COVER AD
(EXCLUSIVE PLACEMENT, 1 PER ISSUE)
1x - $499/issue | 3x - $449/issue | 6x - $399/issue

SKYSCRAPER AD
(EXCLUSIVE PLACEMENT, 1 PER ISSUE)
1x - $309/issue | 3x - $279/issue | 6x - $249/issue

SPECIFICATIONS
LEFT OF COVER IMAGE SIZE: Full Page Bleed:
8 5/8"w x 11 1/8"h, Trim: 8 3/8"w x 10 7/8"h
Note: Keep live matter ½” inside trim size

SKYSCRAPER IMAGE SIZE: 160w x 600h (pixels)

ADS HOTLINKED: Supply URL
FORMAT: JPEG, PNG, GIF or animated GIF (max 3 second animation), no larger than 200KB
DEADLINE: See Northern Gardener print deadlines

NORTHERN GARDENER DIGITAL ISSUE ANNOUNCEMENT EMAIL

CIRCULATION: 6,000
DISTRIBUTION: Bimonthly (Jan, Mar, May, July, Sept and Nov)
OPEN RATE: 57%

COST
TOP OF EMAIL (EXCLUSIVE PLACEMENT, 1 PER ISSUE)
Will appear just below lead image.
1x - $309/issue | 3x - $279/issue | 6x - $249/issue

MIDDLE OF EMAIL (EXCLUSIVE PLACEMENT, 1 PER ISSUE)
1x - $239/issue | 6x - $219/issue | 12x - $199/issue

SPECIFICATIONS
IMAGE SIZE: 600w x 200h (pixels)
ADS HOTLINKED: Supply URL
FORMAT: JPEG or PNG
DEADLINE: See Northern Gardener print deadlines
Northern Gardener eNews

CIRCULATION AND REACH
CIRCULATION: 14,300
DISTRIBUTION: October - February: One per month, 2nd week of month
March - September: Twice per month*, 2nd and 4th week of month
OPEN RATE: 42%

*Advertiser picks which week they prefer, availability is first-come, first-serve basis.

COST
TOP OF eNEWS (EXCLUSIVE PLACEMENT, 1 PER ISSUE)
Will appear just below lead image.
1x - $309/mo. | 6x - $279/mo. | 12x - $249/mo.

MIDDLE OF eNEWS (MAX 6 PER ISSUE)
1x - $239/mo. | 6x - $219/mo. | 12x - $199/mo.
*Advertiser choice - image ad or text/logo

SPECIFICATIONS
IMAGE SIZE: 600w x 200h (pixels)
TEXT AND LOGO/IMAGE: 70 words of copy and a logo or image (will be set in square space)
ADS HOTLINKED: Supply URL
FORMAT: JPEG or PNG
DEADLINE: 25th of the month prior

Seeing gaps in your garden? As June bloomers fade into the background and early-season veggies wind down, try filling holes with natives and pollinator-friendly perennials—many local garden centers and greenhouses offer midsummer sales. There’s also plenty of time to seed beets, carrots, radishes, turnips, kohlrabi, arugula and lettuces to fill out your garden right now.

ICE CREAM GARDEN
It’s HOT, and the forecast shows no end in sight. So, when we saw member @saratotz making strawberry ice cream with her homegrown berries, we had to reach out and get the scoop. Turns out, she’s made several flavors, each one more delicious than the last and all using ingredients from her garden. She made maple ice cream from tapped neighborhood trees and used fresh chocolate mint leaves to make a mouthwatering batch of mint chip.

THANK YOU FOR YOUR SUPPORT
As we wrap up our fiscal year, we want to thank our members, donors, business partners and volunteers who help us bring valuable programs and tools to northern gardeners of all backgrounds and skill levels. With your support, we served more than 35,000 gardeners this year—we couldn’t do this work without you.
Together, we’re creating green spaces, cultivating communities and helping gardeners grow. Thank you!
www.NorthernGardener.org

CIRCULATION AND REACH
AVERAGE MONTHLY VISITS: 2,600
AVERAGE MONTHLY PAGE VIEWS: 31,700
TYPICAL ANNUAL HOMEPAGE VISITS: 31,000+
AVERAGE BLOG PAGE MONTHLY VISITS: 450
TOTAL ANNUAL WEBSITE VISITS: 435,000

COST
MAIN PAGE BANNER + ENTIRE SITE RECTANGLE (MAX 3)
1x - $499/mo. | 6x - $449/mo. | 12x - $409/mo.

ENTIRE SITE RECTANGLE AD (MAX 8)
1x - $309/mo. | 6x - $279/mo. | 12x - $249/mo.

BLOG PAGE BANNER (MAX 3)
1x - $249/mo. | 6x - $229/mo. | 12x - $209/mo.

SPECIFICATIONS
BANNER SIZE: 900w x 300h (pixels)
RECTANGLE SIZE: 900w x 150h (pixels)
FORMAT: JPEG or PNG
ADS HOTLINKED: Supply URL
DEADLINE: 25th of the month prior

Ads placed within above options may rotate in with other ads and/or MSHS content on a timing basis.

Advertising Contact
BETSY PIerre
(763) 295-5420
BETSY@PIERREPRODUCTIONS.COM
### Package Option 1

<table>
<thead>
<tr>
<th>ADS WITHIN</th>
<th>SIZE</th>
<th>PRICE</th>
<th>FREQUENCY</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Northern Gardener</em></td>
<td>Full Page</td>
<td>$899.00</td>
<td>6</td>
<td>$5,394.00</td>
</tr>
<tr>
<td><em>Northern Gardener eNews</em></td>
<td>Ad</td>
<td>$199.00</td>
<td>12</td>
<td>$2,388.00</td>
</tr>
<tr>
<td><em><a href="http://www.NorthernGardener.org">www.NorthernGardener.org</a></em></td>
<td>Rectangle Ad</td>
<td>$249.00</td>
<td>12</td>
<td>$2,988.00</td>
</tr>
<tr>
<td>Social Media Post</td>
<td>200 Words + Photo</td>
<td>$299.00</td>
<td>12</td>
<td>$3,588.00</td>
</tr>
</tbody>
</table>

**TOTAL:** $14,358.00  
**20% DISCOUNT:** $2,871.60  
**DISCOUNTED PACKAGE PRICE:** $11,486.40

### Package Option 2

<table>
<thead>
<tr>
<th>ADS WITHIN</th>
<th>SIZE</th>
<th>PRICE</th>
<th>FREQUENCY</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Northern Gardener</em></td>
<td>1/2 Page</td>
<td>$569.00</td>
<td>6</td>
<td>$3,414.00</td>
</tr>
<tr>
<td><em>Northern Gardener eNews</em></td>
<td>Rectangle Ad</td>
<td>$199.00</td>
<td>12</td>
<td>$2,388.00</td>
</tr>
<tr>
<td><em><a href="http://www.NorthernGardener.org">www.NorthernGardener.org</a></em></td>
<td>Tile Ad</td>
<td>$249.00</td>
<td>12</td>
<td>$2,988.00</td>
</tr>
</tbody>
</table>

**TOTAL:** $8,790.00  
**20% DISCOUNT:** $1,758.00  
**DISCOUNTED PACKAGE PRICE:** $7,032.00
Webinars, Screenings & Contests: Sponsorship Opportunities

BUSINESS BRANDINg OPPORTUNITIES WITH MSHS EDUCATIONAL OFFERINGS AND EFFORTS.

MSHS WEBINARS
Enthusiasts love MSHS education – participants learn from industry experts about everything from soil health to the basics of backyard chickens—all from their own computer! Attendees can participate with Webinars live or view recordings afterwards.

2021 Webinars include:
- **Planting for Pollinators**: What to plant for different pollinators, why it’s important, etc.
- **Spring and Fall Bulb Series**: How to plant and grow bulbs in spring and then how to dig up and store in fall
- **Growing Dahlias**: How to plant and grow presentation in spring and how to dig up and store in fall
- **Ready, Set, Grow**: For new gardeners wanting to learn how to start seeds, grow veggies and prep soil for the first time. (Intro class put on 3-4 times/year)

**SPONSOR INVESTMENT**: $399 per class / $1,999 to sponsor the entire MSHS education calendar for the year (Max 4)

**SPONSOR BENEFITS**:
- Logo acknowledgement/visibility at event and during event pre-promotions and follow up.
- The opportunity for a sponsor video/commercial to air prior at least one time during each session of the series (max. 30 seconds).
- The opportunity to include a promo code or special offer in the webinar’s follow-up email to all attendees.

**ADDED BONUS BENEFIT WHEN AVAILABLE**:
- Option to have a representative moderate the presentation and/or be part of a Q & A panel during and/or after the presentation with the option to include a plug for sponsor business or product.

MSHS FILM SCREENING
In 2020, MSHS offered multiple, in-person screenings across Minnesota of Five Seasons, a full-length film about landscape designer Piet Oudolf. This screening drew large crowds and was followed by a digital screening to new and renewing MSHS members in the fall which saw 500 participants. In 2021, MSHS plans to build on that interest with a virtual screening of a gardening/growing related film.

**TIMING**: Typically February

**SPONSOR INVESTMENT**: $500 (Max 4 per screening)

**SPONSOR BENEFIT**: Logo acknowledgement/visibility at event and during event pre-promotions and follow up.

**ADDED BONUS BENEFIT WHEN AVAILABLE**:
- The opportunity for a sponsor video/commercial to air prior at least one time during each screening (max. 30 seconds).

MSHS GREAT GARDENING CONTEST
In 2020, the MSHS Potted Plant Show (typically at the Minnesota State Fair) went digital and will likely remain that way in 2021. This is a social media contest where people post photos of their plants or garden spaces and compete to win and to receive acknowledgment in Northern Gardener magazine and across MSHS social media channels.

**TIMING**: Aug/Sept

**SPONSOR INVESTMENT**: $500 (Max 4)/ $1,499 should sponsor wish to be exclusive sponsor

**SPONSOR BENEFIT**: Acknowledgement/visibility wherever contest is mentioned by MSHS on social media and/or in publications.

**CUSTOM-MADE OPTION**
Work with MSHS to create a custom-made combination of the above. For example – possibly a Pollinator Package where some kind of hybrid of a pollinator-focused film screening and a webinar is created with a special promotion encouraging people to visit your business for a special product or offer.

**SPONSOR INVESTMENT**: Dependent on custom sponsorship
Northern Gardener Advertising Insertion Order
(reference current rate card)
Your MSHS Ad Sales Contact:
Betsy Pierre, Sales Manager – 763-295-5420 / betsy@pierreproductions.com
Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

Advertisement Name: __________________________________________________________
Contact Person: ___________________________________________ Title: __________________________
Billing Address: ______________________________________________________________
Phone: __________________ Fax: __________________ Email: ____________________________

Northern Gardener
Size: ___________________ # of Insertions: __________ Rate: $_____________ per Insertion
Placement or Other Note: _______________________________________________________
Bonus – Holink from Digital Issue (provide URL): _________________________________

### Issues to run: 
See rate card for deadlines.
   __January/February  20__  __July/August  20__
   __March/April  20__  __September/October  20__
   __May/June  20__  __November/December  20__

Gardener’s Market Ad Placement Category - Please check choice:
   ____ Accessories  ____ Garden Services  ____ Nurseries/Greenhouses
   ____ Books  ____ Landscaping  ____ Peonies
   ____ Garden Centers  ____ Native Plants  ____ Perennials
   ____ Requested Other ________________________________________________________

Signing below constitutes agreement to the details listed above and to the MSHS General Terms & Conditions.

Authorized Advertiser Signature __________________________ Date __________________________

Invoice: Please select your preference below.
   ____ Please invoice the FULL order amount at time of order  
   ____ Please invoice per issue at time of publishing*

*We will assume invoicing per issue is the preference if nothing here is checked.
**Digital Advertising Insertion Order**  
(reference current rate card)

Your MSHS Ad Sales Contact:  
Betsy Pierre, Sales Manager –  
763-295-5420 / betsy@pierreproductions.com  
Complete and return to 763-322-5011 fax  
or betsy@pierreproductions.com

**Advertiser Name:** ______________________________________________________

**Contact Person:** ______________________________________________________  
**Title:** ____________________________

**Billing Address:** ______________________________________________________

**Phone:** ___________________  
**Fax:** ___________________  
**Email:** ____________________

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**Ad #1 / Platform:**  
- ____ Monthly eNews  
- ____ www.NorthernGardener.org

**Placement:** ________________  
**# of Insertions:** _________  
**Rate:** $___________ per Insertion

**URL for hotlinking:** ____________________________________________________

**Issues to run:**  
- Jan 20____  
- Feb 20____  
- Mar 20____  
- Apr 20____  
- May 20____  
- June 20____  
- July 20____  
- Aug 20____  
- Sept 20____  
- Oct 20____  
- Nov 20____  
- Dec 20____  

See rate card for deadlines.

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**Ad #2 / Platform:**  
- ____ Digital Issue Announcement Email  
- ____ Digital Issue Landing Page

**Placement:** ________________  
**# of Insertions:** _________  
**Rate:** $___________ per Insertion

**URL for hotlinking:** ____________________________________________________

**Issues to run:**  
- Jan/Feb 20____  
- Mar/Apr 20____  
- May/June 20____  
- July/Aug 20____  
- Sept/Oct 20____  
- Nov/Dec 20____

See rate card for deadlines.

---

Signing below constitutes agreement to the details listed above and to the MSHS General Terms & Conditions.

_____________________________________________________     ______________________________
**Authorized Advertiser Signature**             **Date**

**Invoice:** Please select your preference below.

- ____ Please invoice the FULL order amount at time of order  
- ____ Please invoice per issue at time of publishing*

*We will assumeing invoicing per issue is the preference if nothing here is checked.
**Northern Gardener Package Advertising Insertion Order**

*(reference current rate card)*

Your MSHS Ad Sales Contact:  
Betsy Pierre, Sales Manager –  
763-295-5420 / [betsy@pierreproductions.com](mailto:betsy@pierreproductions.com)  
Complete and return to 763-322-5011 fax or betsy@pierreproductions.com

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<table>
<thead>
<tr>
<th>Advertiser Name:</th>
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<tbody>
<tr>
<td>Contact Person:</td>
<td>___________________________________________</td>
</tr>
<tr>
<td>Title:</td>
<td>___________________________________________</td>
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<tr>
<td>Billing Address:</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone:</th>
<th>Fax:</th>
<th>Email:</th>
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</tbody>
</table>

**Advertising Package:**  
___________________________________________________________________________

**Package Fee***: $ ___________

*Unless otherwise discussed, the packages fee will be invoiced at time of reservation.

**Month/Year for package to begin:** ______________________

Preferred placement requests for the *Northern Gardener* or Digital ads (cover position, top placement, etc..)**:
_____________________________________________________________________________________

**Based on availability. Package participants receive 20% off any additional fee for the placement.

**Additional Notes:**  
___________________________________________________________________________

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Authorized Advertiser Signature ___________________________________________  
Date ____________________________
Sponsor Name: ________________________________

Contact Person: ________________________________ Title: ________________________________

Billing Address: __________________________________________________________

Phone: __________ Fax: __________ Email: __________________________

Sponsorship: ______________________________________________________________

Sponsorship Fee*: $ __________

*Unless otherwise discussed, the sponsorship fee will be invoiced at time of reservation.

Additional Notes:

__________________________________________________________

__________________________________________________________

Authorized Sponsor Signature __________________________ Date ________________________
It is agreed that the term “advertiser” within the Insertion Order and these General Terms & Conditions refers to the entity purchasing the advertisement space. This entity, the advertiser, is listed on the Insertion Order. It is also agreed that the term “publisher” refers to the entity producing the publication(s), the Minnesota State Horticultural Society.

Submitting a signed Insertion Order constitutes a formal reservation from the advertiser for the advertisement specified in the Insertion Order and agreement to these General Terms & Conditions.

Submitting a signed Insertion Order constitutes the advertiser’s agreement to submit necessary artwork (correct to specifications) no later than the due date specified by the Insertion Order. Should the advertiser not submit artwork by the listed due date, the advertiser understands that either 1) the publisher will use art on file for the advertiser from the most recent issue of the publication or 2) their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should submitted artwork not meet the specifications, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork correct to specifications and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork not meet specifications and the advertiser not be able to submit new artwork correct to specifications by the listed due date, the advertiser understands that they will be obligated to pay any production costs required to make their artwork correct to specifications or the advertisement will not be included in the publication. The advertiser also understands that, should their advertisement not appear in the publication due to incorrect artwork, they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

Should an advertisement resemble editorial copy, the advertiser agrees that it will carry the word “Advertisement”.

The advertiser agrees that all submitted artwork will be free of copyright.

The publisher is not responsible for errors in advertiser artwork.

The publisher is not responsible for poor quality artwork.

The advertiser agrees to protect, indemnify, and hold harmless the publisher and its agents against any and all claims arising from the look and the content of the advertiser’s advertisement.

The advertiser agrees that all advertisements are subject to the approval of the publisher. The publisher reserves the right to refuse advertisement purchases or artwork for any reason including a conflict with the intent of the publication or the organization. Should the publisher refuse the advertiser’s artwork, it is fully the advertiser’s responsibility to make the necessary changes to make the artwork acceptable to the publisher and to submit the revised artwork no later than the due date specified by the Insertion Order. Should an advertiser’s artwork be refused by the publisher and the advertiser not be able to submit new artwork by the listed due date, the advertisement will not be included in the publication. Should this happen, the advertiser understands that their advertisement will not appear in the publication. The advertiser also understands that they are still obligated to pay the full advertisement rate as listed in the Insertion Order.

The publisher reserves the right to charge for ad design services.

There are no cancellations on preferred placements (i.e. covers, assigned locations, etc.) Other cancellations will not be accepted after the publication’s ad deadline. If an advertiser is receiving a multiple commitment discount and cancels, they will be billed the difference between the discounted rate and the full ad rate.