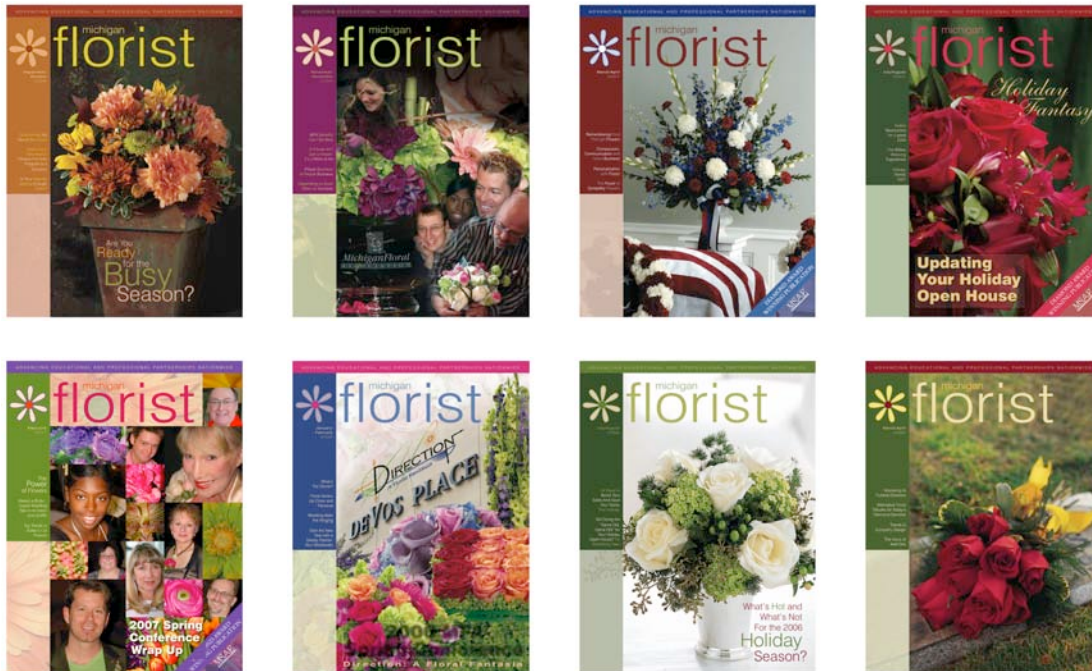


The Professional Florist



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 (six times per year).
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) 3 rd consecutive year.
Specifications:	36-40 pages. Four color throughout.
Ad Rates:	See separate Rate Sheet
Editor:	Heidi Anderson – mrsheidianderson@hotmail.com
Publisher:	Rod Crittenden – rod@michiganfloral.org
Ad Sales:	Rod Crittenden – rod@michiganfloral.org

The Professional Florist

Ad Space Contract

Insertion Dates: Please publish my ad in the following issues: (check issue and fill in year).

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

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 hereby 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: _____ Date _____

Contact Name: _____ Title _____

Billing Address: _____

City: _____ ST _____ Zip _____

PH# _____ FX# _____

-

Website: _____ Email: _____

Method of Payment: (Card will be charged after each insertion)

(Circle one) - Visa MC AE Discover -- Invoice: Net 30 PO # _____

Card Number _____ Exp Date _____

Authorized Signature: _____

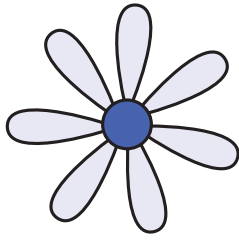
Return signed Contract To:

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

Fax: (517) 575-0115

Email PDF: rod@michiganfloral.org

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



the professional florist

ADVERTISING RATES

All Rates Are Net. An agency placing advertising should add their commission when billing their client, the advertiser.

FOUR-COLOR COVERS	1x	3x	6x
Cover 4 (back cover)	\$1,195	\$1,140	\$1,086
Cover 2 (inside front)	1,145	1,093	1,041
Cover 3 (inside back)	1,095	1,045	996
FOUR-COLOR Display			
Full-page	\$995	\$950	\$905
1/2-page	790	755	720
1/3-page	720	685	655
1/4-page	655	625	595
BLACK & WHITE Display			
Full-page	\$720	\$685	\$655
1/2-page	520	495	470
1/3-page	445	425	405
1/4-page	380	360	345

(Additional PMS color \$175; additional process color \$150)

INSERTS/OUTSERTS

Full page black & white rate at the appropriate frequency discount for each page of the insert. (plus additional postage if applicable)

ADVERTISING PLACEMENT

Additional 15% for fixed/preferred positions

ADVERTISING CLOSING DATES

Issue	Space Reservation	Material Due
Issue I	December 7	December 15
Issue II	February 7	February 15
Issue III	April 7	April 15
Issue IV	June 7	June 15
Issue V	August 7	August 15
Issue VI	October 7	October 15

AD PREP SERVICE

Your ad can be prepared for publication by Village Press. Please contact us for ad prep/design charges.

FOR ADVERTISING CONTACT:

Rod Crittenden
 Advertising Sales Manager
 517-575-0110 • 517-575-0115
 rod@michiganfloral.org

EDITORIAL CALENDAR

ISSUE I

Member Benefits Issue

With so many different options available to them, retailers, wholesalers, and growers continue to find the Michigan Floral Association a must-belong organization! This issue explains the many benefits of membership.

ISSUE II

Sympathy Issue

With consumers' attitudes towards funeral work constantly changing, our readers turn to the *The Professional Florist* to learn the latest in local, regional, and national sympathy designs and for marketing tips on reaching both the public and funeral director segment.

ISSUE III

Great Lakes Floral Expo Wrap Up

Every florist and business owner turns to the Issue III issue to see who won the contests like the MFA Designer of the Year and who was presented with prestigious accolades like MFA Retailer of the Year.

Cut Flowers

With strong ties to the regional, national, and international growers, wholesalers, and associations, the *The Professional Florist* gives readers exactly what they need to know to select the latest cut flower varieties and keep up with specific market trends.

ISSUE IV

Holiday Trends & Preplanning

Vital holidays like Christmas and Hanukkah will be here before we know it! Readers turn to the Issue IV to catch up on open house themes, marketing home decor for the holidays, developing commercial accounts, and much, much more!

ISSUE V

New Product Spotlight

With today's ever-changing floral demographic, business owners and designers alike trust the *The Professional Florist* to bring them timely and topical information on discovering and marketing unique product lines.

ISSUE VI

Great Lakes Floral Expo

An insider's preview of the largest gathering of florists and associated trades in the Midwest means this is a special issue! Readers get an exclusive look at shows, presenters, contests, and everything they need to make plans to attend.

Valentine's Day

One of the florists' most important holidays of the year. Designers and business owners turn to the *The Professional Florist* to learn the best designs and business practices for this holiday.

AD SIZES – trim size 8 1/8" × 10 3/4"

<p>FULL PAGE WITH BLEED 8 3/8" × 11" (trim size 8 1/8" × 10 3/4")</p>	<p>1/4 PAGE HORIZONTAL 7 1/8" × 2 1/4"</p>	<p>1/2 PAGE VERT. 5 7/16" × 9 11/16"</p>	<p>1/4 PAGE ISLAND 5 7/16" × 4 3/4"</p>	<p>1/2 PAGE ISLAND 4 11/16" × 7 1/4"</p>	<p>1/3 PAGE SQUARE 4 11/16" × 4 3/4"</p>
	<p>1/2 PAGE HORIZONTAL 7 1/8" × 4 3/4"</p>				<p>1/3 PAGE VERT. 2 7/16" × 9 11/16"</p>

ELECTRONIC AD SUBMISSION GUIDE

DIGITAL AD REQUIREMENTS

Ads submitted in digital format must meet *The Professional Florist* production guidelines.

DIMENSIONS

All ads must be configured to fit the ad sizes indicated in "Advertising Sizes."

SOFTWARE

We accept all versions of the following program file formats:

- QuarkXpress
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe PageMaker
- Macromedia Freehand
- Microsoft Word (text only)

SCANNED IMAGES

If you are going to send us scanned images, they must be scanned in 300 dpi (dots per inch) or higher for color and grayscale and 800 dpi or higher for line art. The scanned images for color must be in CMYK (cyan, magenta, yellow, black) and not RGB (red, green, blue). We can accept the following file formats:

- JPEG
- TIFF
- EPS
- PDF (include fonts when saving)

FONTS

Include both Screen and Printer fonts with your electronic submission. If you are unable to include them then we will not be able to use the file. We cannot accept TrueType fonts. In order to accept and process your ad, the fonts must be Postscript or Type 1.

COMPRESSION

If submitting files to us that are compressed, please send us a single archive file using the following:

- Mac: Stuff-it
- PC: pkzip

PREPARATION

We recommend double-checking your fonts and linked graphics before submitting digital ads. If *The Professional Florist* production staff considers a digital ad to be incorrectly set-up by the advertiser, the advertiser may correct and re-submit the ad, or the advertiser may request *The Professional Florist* staff to alter the ad to meet specifications at an additional charge. Please call if you have any questions regarding file set-up.

BLACK & WHITE ADS

All black & white ads must be set up to output as one-color art. No color specifications should be applied to any type or art elements of a black & white ad. This prevents unanticipated screen tints from appearing.

COLOR ADS

Laser (or higher quality) proof must accompany digital ads with two colors or more. Colorized elements of digital ads using two or more colors must use the process color system and use *QuarkXpress*, *PageMaker*, or *InDesign* for final compositing (ads may also be submitted in PDF format, see below).

PDF

Ads may also be submitted in high resolution PDF format as black & white, grayscale, or CMYK (please, no RGB files). Please embed all fonts. (**Download our specific PDF preferences from: www.villagepress.com/pdfprep.)** These files can be sent via E-mail (if 2MB or smaller), our File Transfer Utility, or on a disk.

MISCELLANEOUS

We are unable to accept *Corel* files or *Microsoft Works* files.

When creating lines in your images, do not use the line thickness (weight) called "hairline." This thickness does not have an industry standard measurement and is interpreted differently by different programs.

If you send your copy on disk, include a hard copy. If you submit your file via E-mail or File Transfer Utility, please send a hard (paper) copy as well. We want to ensure that our copy looks like your copy!

For information that will help your files print out as expected please see our Electronic File Preparation Guide at www.villagepress.com/adsales/crf.html.

SPECIAL SERVICES

Advertising design, preparation, and production services are available. Advertising and article reprint services are available. Please call your *The Professional Florist* Advertising Representative for an estimate.

GENERAL CONDITIONS

1. "Publisher" in this rate card means, *The Professional Florist*.
2. Every advertisement is accepted and published on the representation of the agency and advertiser that they are authorized to publish the entire content and subject matter of the advertisement; that the advertisement does not violate or infringe any personal or property rights of others, whether common law or statutory; that the advertisement contains nothing libelous or contrary to law; and that they are authorized to make these representations. In consideration of publication of the advertisement, the agency and advertiser will indemnify, defend, and save the Publisher harmless from and against any loss or expense (including attorney's fees) arising out of that publication, including without limitation any loss or expense resulting from a claim or suit for libel, invasion of privacy or copyright infringement, or any other claim based on the content or subject matter of the advertisement.
3. All orders are accepted subject to Publisher's approval. The Publisher will not be bound by any condition on a contract, order or copy instructions (whether printed or not) other than those set forth in this rate card unless specifically agreed upon in writing by the Publisher.
4. All contents of advertisements are subject to Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause.
5. Any advertising simulating *The Professional Florist* editorial matter in appearance or style that is not immediately identifiable as advertising is not acceptable. The Publisher reserves the right to insert the word "Advertisement," or any other term or phrase stating that acceptance of the advertisement does not constitute endorsement or approval by the Publisher of the products or services advertised above or below any copy.
6. Positioning of advertisements is at sole discretion of the Publisher except if a request for a specific position is acknowledged in writing by the Publisher.
7. Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any copies of any issue of *The Professional Florist* because of strike, work stoppage, accident, fire, act of God, or any other circumstance not within the Publisher's control.
8. Unintentional or inadvertent failure by the Publisher to publish advertising matter invalidates the insertion order for such matter but does not constitute a breach of contract or otherwise subject the Publisher to any liability whatsoever.
9. The Publisher's liability for any other error will not exceed the cost of the space occupied by the error.
10. Advertisers may not change or cancel any order for an advertisement after the closing date for the issue in which the advertisement is to be published. There shall be no privilege of approval or revision of advertising copy received by the applicable deadline.
11. Publisher shall have the right to hold the advertiser and its agency jointly and severally liable for such monies that are due and payable to the Publisher for advertising ordered by either the advertiser or its agency and published.
12. Rates published in this rate card are effective with the July/August 2005 issue of *The Professional Florist*. Any change in these rates will be announced at least 30 days before the issue date to which it applies. Conditions other than rated are subject to change by the Publisher without notice.

PAYMENT

First time advertisers are required to send payment with materials. Failure to pay on time will result in loss of applicable discounts. All others: payment due net 30 days from invoice date. Payment delinquency beyond 60 days will forfeit agency and frequency discounts.

ADVERTISING PLACEMENT

Advertising is rotated and interspersed throughout, except paid positions. Courtesy is paid to special requests whenever possible.

PUBLICATION SPECIFICATIONS

Printing: Sheet fed offset

Trim Size: 8 1/8" x 10 3/4"

Binding: Saddle wire

Col. Width: 2 col. - 3 3/8" 3 col. - 2 1/8"