



**FNGLA**®

FLORIDA NURSERY, GROWERS  
AND LANDSCAPE ASSOCIATION

2025 - 2026 MEDIA KIT



**OUR MISSION**

*To promote and protect the future of Florida's nursery and landscape industry.*

[www.fngla.org](http://www.fngla.org)

## FLORIDA'S GREEN INDUSTRY

### About Florida's Nurseries, Growers and Landscape Businesses

#### WHO WE ARE

As the nation's largest state nursery and landscape association, FNGLA represents Florida's nursery and landscape industry which generated \$41.9 billion total output sales in 2023 and directly employed 279,000+ people.

Our members include:

- growers
- landscape contractors
- maintenance professionals
- garden centers
- municipal groundskeepers
- irrigation professionals
- allied suppliers

#### FNGLA's Audience

250,000+ ANNUAL FNGLA WEBSITE VIEWS

4,800+ FNGLA MEMBERS AND MEMBER EMPLOYEES

18,000+ GREENLINE MONTHLY CIRCULATION

12,000+ SOCIAL MEDIA FOLLOWERS

#### NEWSLETTER OPPORTUNITIES

CHANNEL	DESCRIPTION	BY THE NUMBERS
<b>Tal's Intel</b>	This newsletter is issued weekly from CEO Tal Coley to FNGLA member organizations and organization employees. It summarizes real time information, including legislative and advocacy efforts.	<b>4,600+ subscribers per week</b>
<b>Greenline</b>	FNGLA's Greenline is emailed each month to FNGLA members, certified professionals, and industry professionals. A digital version of the issue is also placed on FNGLA's website.	<b>18,000+ subscribers per month</b>
<b>Certification News</b>	Certification News is a monthly e-newsletter targeted to certified professionals and nursery and landscape industry insiders each month.	<b>3,000 subscribers per month</b>

# FNGLA ADVERTISING OPPORTUNITIES

Through FNGLA's various communications platforms, advertisers can push their messages to industry leaders, certification professionals and related businesses. Reach out to Sandra Pellerin - (407)295-7994 or spellerin@fngla.org -- to build a package that elevates your brand.

## PRINT CHANNELS

CHANNEL	DESCRIPTION
<b>New Member Welcome Packet</b>	All new FNGLA members receive a welcome packet upon joining the association. This ad option allows you to include your printed materials.
<b>Certified Pros Certification Packet</b>	All newly certified FNGLA Certified professionals receive a 'congrats' packet upon earning their certification. This ad option allows you to include your printed materials.

## ADVERTISING CONTACT

**Sandra Pellerin**  
 (407)295-7994  
 spellerin@fngla.org

## DIGITAL CHANNELS

CHANNEL	DESCRIPTION	BY THE NUMBERS
<b>FNGLA Website</b> <i>FNGLA.org</i>	FNGLA.org is the virtual home for industry information, certifications and training, and registration for upcoming events.	<b>250,000+</b> annual views of the website
<b>Florida Gardening</b> <i>FloridaGardening.org</i>	Catered to consumers, this online platform provides tips and information for gardeners.	<b>13,000+</b> annual views of the website



ADVERTISING OPPORTUNITIES

**THE GREATER INDUSTRY**

**\$10,000 PER YEAR**

A mix of print and digital ads targeted at FNGLA members, company decision-makers, and the landscape and nursery industry.

**MEMBER DISCOUNT PROVIDER**

**\$2,500 PER YEAR**

The opportunity to receive promotion to FNGLA members for offering a discount for company services/products.

**CERTIFIED PROFESSIONALS**

**\$5,000 PER YEAR**

A mix of print and digital ads aimed at targeting FNGLA professionals.

**FNGLA Website Banner and Box Ads**

\$1,500/6 months | \$2,500/year

**Ad in Tal's Weekly E-Newsletter**

\$1,500/6 months | \$2,500/year

**Ad in Monthly Edition of Greenline E-Newsletter**

\$1,500/6 months | \$2,500/year

**Ad in Monthly Edition of Certified Pros E-Newsletter**

\$1,500/6 months | \$2,500/year

**Member Mailing List**

\$400

**Sponsored Email**

\$1,500 per e-mail, max one per month

**New Member Welcome Packet Placement**

\$1,000/6 months | \$1,800/year

**Placement on Member Discounts Page on FNGLA Website**

\$3,000

**Social Media Promotion**

\$500 (3 Posts) | \$200 (1 Post)

**Inclusion in Printed Member Discount Promotion Materials**

**Shipping Page Banner**

\$1,000/6 months, \$1,800/year

**Additional sponsorship opportunities available on request.**

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