



OUR MISSION

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

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, The Florida Nursery, Growers and Landscape Association (FNGLA) represents Florida's environmental horticulture industry, which generates a \$41.9 billion economic impact and supports 279,000+ jobs. FNGLA works to better Florida's nursery and landscape industry while raising the bar on professionalism.

Our members include:

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

FNGLA's Audience

150,000+ ANNUAL FNGLA WEBSITE PAGE VIEWS

4,800+ FNGLA MEMBERS AND MEMBER EMPLOYEES

16,000+ GREENLINE MONTHLY CIRCULATION

12,000+ SOCIAL MEDIA FOLLOWERS

NEWSLETTER OPPORTUNITIES

CHANNEL	DESCRIPTION	BY THE NUMBERS
Tal's Intel	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.	4,600+ weekly subscribers
Greenline	Greenline is the Voice of Florida's Nursery and Landscape Industry. This monthly e-newsletter targets FNGLA members and certified professionals, and industry insiders. A digital version of this issue is also placed on FNGLA's website.	16,000+ monthly subscribers
Certification News	Certification News is a monthly e-newsletter targeted to FNGLA Certified professionals and nursery and landscape industry insiders.	3,000 weekly subscribers

FNGLA ADVERTISING OPPORTUNITIES

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

PRINT CHANNELS

CHANNEL	DESCRIPTION
New Member Welcome Packet	All new FNGLA members receive a welcome packet upon joining the association. This ad option allows you to include your printed materials.
Certified Pros Certification Packet	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@fn gla.org

DIGITAL CHANNELS

CHANNEL	DESCRIPTION	BY THE NUMBERS
FNGLA Website <i>FNGLA.org</i>	FNGLA.org is the virtual home for industry information, certifications and training, and registration for upcoming events.	150,000+ annual website page views

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 Certified 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

Inclusion in Printed Member Discount Promotion Materials

Shipping Page Banner

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

Social Media Promotion

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

Additional sponsorship opportunities available on request.

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