



## **Advertise in netWORK**

The official electronic newsletter of WF&FSA

The *Only* Publication Dedicated to the Wholesale Distribution Channel

### **Distribution**

Reach virtually every floral wholesale distributor in the United States worth reaching. netWORK is distributed on alternating Tuesdays to over 2,000 employees of WF&FSA member companies, media representatives and floral industry association executives. netWORK also goes to growers, importers, and manufacturers who market through wholesalers.

### **Advertising Rates**

You may have your ad placed in one issue of netWORK for \$300, two issues for \$450, or three issues for \$600. You can have your ad run in consecutive issues, or you may hand pick the dates you'd like it to run. netWORK is distributed every other Tuesday.

### **Format**

If you would like to submit your own ad, the image size should be within 180 pixels wide in either GIF or JPG format. High-resolution files (150-300 dpi) are best.

If you don't have an ad already created, we are happy to create one for you at no extra charge. Here is what we need from you:

1. An electronic version of your logo
2. Ad text/content – not to exceed 150 characters including spaces.
3. Your website and/or email address
4. Phone number (optional)

**To place an ad, or for any questions about advertising in netWORK, please contact Amy Orange at [aorange@wffsa.org](mailto:aorange@wffsa.org), or call (888) 289-3372.**

Here is what a typical ad looks like:



## **netWORK Ad Placement Form**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Email Address:** \_\_\_\_\_

**Number of issues you wish to advertise in:**

\_\_\_\_\_ 1 issue (\$300)      \_\_\_\_\_ 2 issues (\$450)      \_\_\_\_\_ 3 issues (\$600)

*BEST DEAL!!!*

**Months you wish to advertise:**

\_\_\_\_\_

(Actual publication dates will be confirmed with you after your order is placed.)

\_\_\_\_\_ I will email my own ad with logo and text to [aorange@wffsa.org](mailto:aorange@wffsa.org).

\_\_\_\_\_ I would like WF&FSA to create an ad for me at no extra charge.

If you would like WF&FSA to create your ad, please submit the ad content on a separate sheet. Content should include your website and/or email address, a phone number (optional) and should not exceed 150 characters, including spaces. You will also need to submit an electronic version of your logo to Amy Orange, [aorange@wffsa.org](mailto:aorange@wffsa.org).

### **Payment Information:**

Please check preferred payment method:

☐ Check enclosed (Make payable in US funds to WF&FSA)

☐ American Express

☐ Visa

☐ Mastercard

Card Number: \_\_\_\_\_

Expiration Date: Month \_\_\_\_ Year \_\_\_\_ **Amount to be charged:** \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

(Please print and sign as shown on credit card)

Credit card payments may be **faxed to 410-263-1659**, or you may mail payments to: 105 Eastern Avenue, Suite 104, Annapolis, MD 21403

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