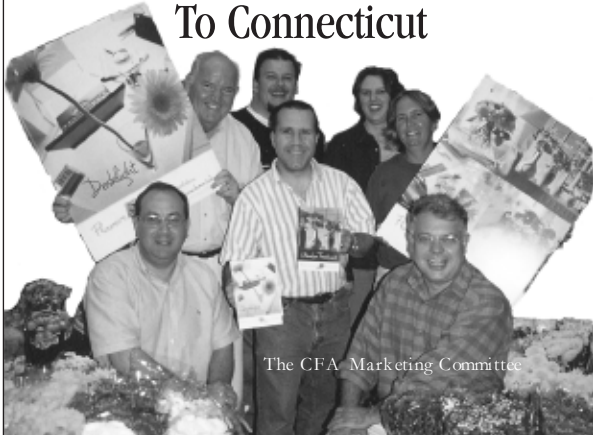


**How They Helped Bring
 \$257,000 In Flower Ads
 To Connecticut**



The CFA Marketing Committee

ISSUE	AD DEADLINE
Number 1.....	January 1
Number 2.....	March 1
Number 3.....	May 1
Number 4.....	July 1
Number 5.....	September 1
Number 6.....	November 1

Published by the Connecticut Florists Association six times a year, the magazine reaches retail, wholesale, and freelance florists in southern New England and nearby New York. Questions? Call Bob Heffernan at CFA: 800-352-6946.

The Best Way to Reach Connecticut's \$100 Million Floral Industry.

ADVERTISING RATES & PUBLICATION INFORMATION

RATES, FORMAT & DISCOUNTS

- Basic Advertising Rate: \$8.00 per column inch black-and-white, per issue. \$12.00/inch for color. 2-inch minimum.
- Format: Magazine uses a 3-column format
- Column width: 2.5 inches
- Maximum column height: 10 inches
- Maximum column inches per page: 30. No bleeds.
- Advertisers may be charged for typesetting or photographic or layout if copy is not camera-ready.
- Submitting Ad Files: high-resolution PDFs preferred. Magazine uses Quark 6.0 Mac. Can also accept TIF & EPS files. Also JPG & GIF.
- Volume Discounts: taken only at placement of advertising order:

\$200-\$400.....	5%
\$401-\$600.....	10%
\$601 & up.....	15%

**NOW ACCEPTING
 COLOR
 ADS!**

Advertising Order



Connecticut Florists Association
 590 Main Street • Bart Center.
 Monroe CT 06468
 800-352-6946 • Fax 203-261-5429
 E-mail: CTFLOLISTS@aol.com

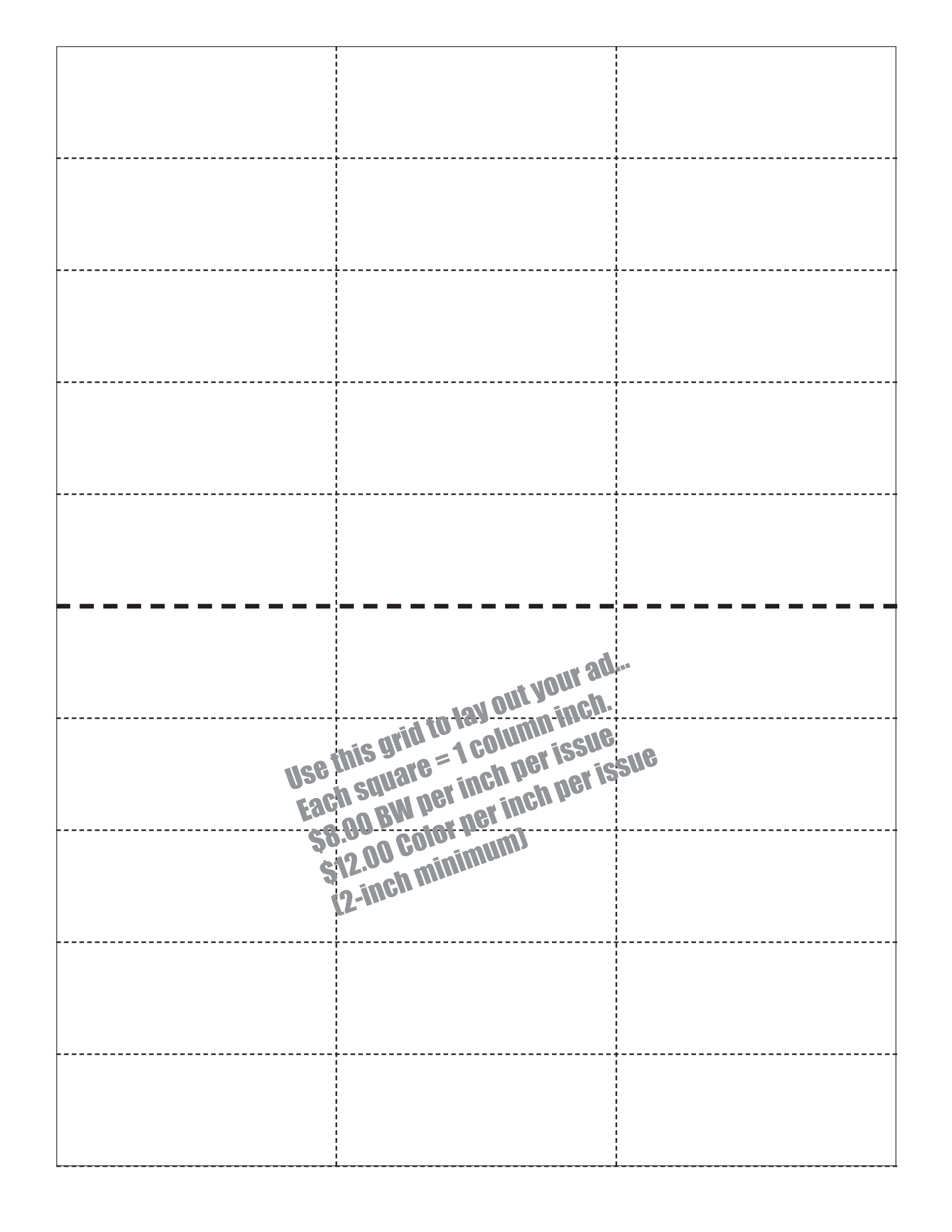
ISSUES REQUESTED: _____

Date _____
 Company _____
 Contact _____
 Address _____
 Town _____ State _____ Zip _____
 Phone _____ Fax _____
 _____ Check enclosed for \$ _____
 _____ Send bill (strict net 30)
 _____ Credit Card Card Number: _____
 Expiration ____/____ Signature _____

AD COST CALCULATION

Ad Size (#inches tall times #columns wide).....	_____ in.
Cost Per inch BW.....	x \$8.00
Cost Per inch COLOR.....	x \$12.00
Number of Issues.....	x _____
Subtotal.....	= \$ _____
Discount Allowed.....	- \$ _____
GRAND TOTAL.....	= \$ _____

Payments to the Connecticut Florists Association may be tax deductible as business expenses, not as charitable contributions. All fees nonrefundable.



**Use this grid to lay out your ad...
Each square = 1 column-inch.
\$8.00 BW per inch per issue.
\$12.00 Color per inch per issue
(2-inch minimum)**