

GREEN MATTERS

REACH

6,800

NURSERY AND LANDSCAPE PROFESSIONALS
ACROSS TEXAS

EVERY WEEK

MEDIA KIT



This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

Home Membership Certification Education Nursery/Landscape Expo Events Contact March 21, 2011

IRRIGATION STATION YOUR PREMIER WHOLESALE IRRIGATION & LANDSCAPE RESOURCE

Green Matters

PRODUCT SHOWCASE
Texas mulling water conservation tax incentives
 Yahoo News [Share](#) [Like](#) [+1](#) [Digg](#)
 Texas is mulling a measure that would grant tax breaks for farmers who address a serious environmental problem: the shortage of water for the state's growing population. The bill now in the Texas Senate will provide tax incentives for farmers who plant native grasses, eradicate invasive species and prevent soil erosion along stream banks. [MORE](#)

LOCATED IN CENTRAL TEXAS AND LOW SEW TAXES CAN GREATLY HELP IN THE REPAIR OF PROBLEMS IN TEXAS.

Dallas Arboretum names Osteospermum 'Voltage Yellow' plant of the month
 Garden Center [Share](#) [Like](#) [+1](#) [Digg](#)
 In the early spring, we go to the nursery, and what do we buy? It's too early for lantana and impatiens; they won't even survive a 40-degree night. And it's really too late to be planting pansies or violets. So when do we bring home? There's the old standby geranium, but we want something new and bright that will stand up to cooler weather and last until June. Well, here is a new early spring plant for you: "Voltage Yellow" African daisy. [MORE](#)

Proposed immigration law contains loophole
 Yahoo News [Share](#) [Like](#) [+1](#) [Digg](#)
 A proposed immigration bill in the Texas House is sure to raise more than a few eyebrows. The bill would make hiring an "unauthorized alien" a crime punishable by up to two years in prison and a \$10,000 fine, unless that is, they are hired to do household chores. Under the House Bill 2012 introduced by state Rep. Debbie Riddle, hiring an undocumented maid, caretaker, janitor, or any type of houseworker would be allowed. [MORE](#)

Azaleas have eye-catching flower power
 The Salvation Army Daily News [Share](#) [Like](#) [+1](#) [Digg](#)
 Azaleas are spring showoffs. With the introduction and more common use of azaleas that bloom in other seasons, such as the increasingly popular Encore azaleas, it's not unusual to see azaleas blooming during the late summer, fall and winter. [MORE](#)

OFFERING THE BEST PRODUCTS IN THE CONTAINER GARDENING MARKET.

Starting out slowly is one way to learn the business of irrigation
 Lawn and Landscape [Share](#) [Like](#) [+1](#) [Digg](#)
 Venturing into irrigation as a service offering is something you might not want to rush into. For example, Middleton, Wis.-based The Bruce Co. started out with an irrigation service technician when it added irrigation to its service mix 10 years ago, says Carl Dowe, manager of the irrigation department at The Bruce Co. This is a way to get into the business while building a client base. [MORE](#)

Tax breaks proposed for farmers who 'grow' water
 Houston Chronicle [Share](#) [Like](#) [+1](#) [Digg](#)
 Texas farmers may soon be eligible for lower property taxes if they manage their land to "grow" water. A Texas Senate bill would allow them to receive the same tax benefits reserved for traditional agricultural uses by registering native grasses, removing invasive species and preventing erosion along stream banks. Such steps, the bill's backers say, would improve water quality and quantity for a state that may not have enough of it in the years to come. [MORE](#)

August 18-21, 2011
BILLERS CONVENTION CENTER, DALLAS, TX

PRODUCT SHOWCASE

Get Off Your Hands and Knees
 Co Edge Pro work standing up with the ergonomically designed Hum-B® edge. No matter the application, the ergonomically designed 12" edge makes it easy to reach, reduce back pain, reduce fatigue and cover more square feet in less time with less effort.

Liquid Bloom™ 3-12-16
 Bloom™ 3-12-16 is a low micron, high chelation concentrate containing all 10 essential micronutrients that every plant needs. Formulated to encourage the development of large, vibrant blooms.

HI 9564 Hand-Held Thermo-Hygrometers
 HI 9564 is a portable thermo-hygrometer designed to provide excellent performance in harsh environments and poorly lit areas. The HI 9564 permits swift and read environmental monitoring where a centralized measurement is necessary like greenhouses, museums, clean rooms and laboratories.

Spring into planting: There's room to bloom this spring
 San Angelo Standard-Times [Share](#) [Like](#) [+1](#) [Digg](#)
 Colorful, blooming trees announcing the arrival of spring are putting on a welcome show. Although most of these are small- to medium-sized trees, they can have a place in West Texas landscapes, and this is a good time to plant. [MORE](#)

Proven Winners
 No other plant goes through the same rigorous plant selection process as they do through Proven Winners®. Check out our website to discover more. [MORE](#)

Trees' value in more than their shade
 Austin Record-Chronicle [Share](#) [Like](#) [+1](#) [Digg](#)
 Trees serve many purposes that improve our quality of life, environment and even the air we breathe. Among the most significant contributions trees make to the environment are the conservation of soil, water, energy and wildlife. Strong Texas winds can blow droplets of dust across the state, removing tons of valuable topsoil. Trees serve as windbreaks that slow the wind at ground level, reducing airborne soil particles. [MORE](#)

Landscapes function as outdoor living space
 The Salvation Army Daily News [Share](#) [Like](#) [+1](#) [Digg](#)
 The wide availability of a diverse range of high-quality outdoor materials and furnishings has motivated a growing interest in outdoor living. More Americans are looking for ways to enjoy their landscapes and also to be kind to the environment. The focus of environmental issues has dramatically changed from that of simply conserving precious natural resources from a global perspective into creating a sustainable environment in the home landscape. [MORE](#)

TNA Green Matters
 Lella Smith, Vice President of Publishing, 482.425.2023 Download media kit
 Dennis Hall, Content Editor, 482.425.2016 Contributors view
 This edition of TNA Green Matters was sent to [Pff@atp.com](#). To unsubscribe, [click here](#). Did someone forward this notice to you? [Subscribe here](#) - it's free!

Powered by **MULTI** [MULTI](#)
 7701 Lee Gates Ridge, Ste. 800, Irving, TX 75039



MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
 This premier position provides your company with top exposure and quality traffic.
- B SKYSCRAPER**
 A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
 Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
 Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E CALLOUT TEXT AD**
 Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
 Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 6,800 nursery and landscape professionals (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1950

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
dolor sit
amet
Lorem ipsum
dolor sit amet,
consectetur

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

JAMES DeBOIS
DIRECTOR OF ADVERTISING SALES
469.420.2618
jdebois@multibriefs.com

GREEN MATTERS, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO NURSERY AND LANDSCAPE
PROFESSIONALS THROUGHOUT TEXAS.

Green Matters tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of Texas nursery and landscape professionals. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

GREEN MATTERS
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN GREEN MATTERS:



CREDIBLE SOURCE

For over 10 years, our members have turned to the association as the informational authority of the industry. Advertising in Green Matters solidifies your place among weekly information provided to TNLA members.



TARGETED DISTRIBUTION

Advertising in Green Matters allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Green Matters have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Green Matters ensures your ad will be seen every week by our 6,800 subscribers.



AFFORDABLE

Advertising in Green Matters is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Green Matters has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Green Matters.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.