

ANLA NewsBrief

REACH

3,000

NURSERY AND LANDSCAPE PROFESSIONALS

EVERY WEEK

MEDIA KIT



Need a mobile version? <http://m.multitrack.com/briefs/04090311.html>

**A**

**NEWSBRIEF**  
AMERICAN NURSERY AND LANDSCAPE ASSOCIATION  
Aug. 3, 2011

ANLA Quick Links > Home About ANLA Member Benefits Government Relations Knowledge Center Research

**Government Relations**

**Retail News**

**Network Alliance publishes best practices for e-commerce usability**  
*From Business Insider*  
NetWorld Alliance, publisher of Retail Customer Experience and other B-to-B news and information portals, has published "Executive Briefing: E-commerce Usability," the sixth in its series of reports aimed at taking complex and current business topics and making them easy to understand. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**C**

**8 American chain retail stores that still are struggling after the recession**  
*From Business Insider*  
It's no secret that U.S. retail sales collapsed in 2008 and 2009 because of the recession. But several of the largest retailers consistently performed poorly between 2005 and 2010 for reasons that go beyond the recession. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**Rise in retail and small business hires**  
*From Business Insider*  
It is not too often that you hear a student at graduation say they are an aspiring retailer or would like to be an owner of a brick-and-mortar store on Main Street. National Retail Federation Foundation Chairman and CEO of the Container Store Kip Tindell asks, "Why not?" in a recent letter to retail company executives. According to the latest Intuit Small Business Employment Index, however, there's good news for Tindell: Retailers—and small businesses in general, are starting to interview and hire an influx of interested candidates. July alone marked an addition of 60,000 employees to the payroll of small businesses nationwide. The upward trend in job openings and affiliated hires began in Oct. 2009, and as the economy continues to recover, retailers and other small business operations are responsible for the addition of 715,000 jobs. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**D**

**Turner Tree and Landscape seeks buyer**  
*From Gulf Coast Business Review*  
Turner Tree and Landscape, one of the most recognized and established tree businesses on the Gulf Coast and Florida, is for sale. While certainly recession-related, co-founders Darrell and Mary Ann Turner say the sale isn't about a business gone bad in the dire economy. Instead, the potential sale of the Bradenton-based firm, which had \$8 million in 2010 revenues, is more about a time for change than a time for last rites. The 30-year-old business is profitable, the owners say, although it has \$4.3 million in debt. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**How landscape architect James Corner got his start**  
*From Los Angeles Times*  
James Corner, whose urban-design firm Field Operations is designing a pair of highly anticipated parks in Santa Monica, has emerged in recent years as one of the most prominent landscape architects in the world. But every designer has to start somewhere, and in Corner's case inspiration for a career creating big-city parks came in the form of a childhood that provided access both to urban grittiness and wide-open nature. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**C1**

**Distribution News**

**Green logistics: UPS continues to deliver on fuel efficiency goals**  
*From GreenSource*  
UPS recently announced in its annual Sustainability Report that it is continuing to reduce the amount of fuel used per each delivered package it moves in the United States. According to the report, UPS said its U.S. package volume increased 1.8 percent in 2010 on an annual basis, with the amount of fuel consumed per package decreasing by 3.3 percent. Company officials said this was achieved by deploying the right vehicle at the right time, using technology to minimize the miles driven, and focusing on how behavior can affect fuel use. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**ISM July manufacturing report is down from June but still showing growth**  
*From Business Management*  
A slowdown in manufacturing growth appears to be intact based on the most recent edition of the Institute for Supply Management's Manufacturing Report on Business. In its July report, the ISM reported that the index it uses to measure the manufacturing sector—known as the PMI—was 50.9 percent. This represents a 4.4 percent drop from June's 55.3, and June was up 1.8 percent from May. Earlier in the year, the PMI was routinely topping 60 but experts said it was not likely it would remain at that level for a long period. From January through April the cumulative PMI average was 61.0 percent for the best combined four-month stretch in this report in more than 20 years. [More](#)  
Send to: [f](#) [t](#) [l](#) [d](#) [s](#)

**E**

**B**

**FREE IGC CONCERT**

navy pier  
chicago

Lou Gramm

**AUG 16-18 2011**

AMERICAN NURSERY & LANDSCAPE ASSOCIATION  
KNOWLEDGE CENTER

**F**

**AMIGOS**  
Labour Solutions, Inc.

**NEED H-2B WORKERS IN 2011?**  
Amigos is number one and had 99.5% success in 2010. Do not delay. Start now and save \$250.00. [More](#).

**READ WATCH LISTEN**

# MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

### B/1 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 3,000 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/\$1500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Skyscraper  
**\$2000**

Image Dimensions  
**120x600**  
**120x300**

File Format  
**JPEG, GIF**

Max File Size  
**40k**  
**40k**



Product Showcase  
**\$1500**

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  
**\$1000**

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 adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

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

**BEN MAITLAND**  
DIRECTOR OF ADVERTISING SALES  
972.402.7025  
bmaitland@multibriefs.com

THE ANLA NEWSBRIEF, POWERED BY MULTIBRIEFS,  
PROVIDES NEWS AND INFORMATION TO LEADERS IN ALL  
ASPECTS OF THE NURSERY AND LANDSCAPE INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of landscapers, designers, retailers, horticulturists, and other industry professionals, ANLA NewsBrief keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

ANLA NewsBrief  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN ANLA NewsBrief:



## CREDIBLE SOURCE

For over 130 years, our members have turned to the association as the informational authority of the industry. Advertising in ANLA NewsBrief solidifies your place among weekly information provided to ANLA members.



## TARGETED DISTRIBUTION

Advertising in ANLA NewsBrief 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 ANLA NewsBrief 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, ANLA NewsBrief ensures your ad will be every week by our 3,000 subscribers.



## AFFORDABLE

Advertising in ANLA NewsBrief 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 ANLA NewsBrief 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 ANLA NewsBrief.



## TRACK CAMPAIGN EFFECTIVENESS

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