



NATIONAL Gardening Association

When You Garden, You Grow®

2009 Online Sponsorship

National Gardening Association's Web sites, www.garden.org and kidsgardening.org, and our e-mail newsletters are outstanding media vehicles in which to broadcast your company's brand and corporate responsibility goals. Our Web visitors and subscribers are among the nation's most enthusiastic gardeners, from beginner to advanced, and they value NGA's mission and socially-responsible programs. Join our growing family of active, green corporations and nonprofit partners with a sponsorship logo tile today and link your brand to a cause that impacts a broad, ever-growing segment of the population.

For more information, visit: www.garden.org/sponsorship

E-Mail Newsletter Sponsorship

REGIONAL REPORTS E-NEWSLETTER: NGA's bi-weekly Regional Gardening Reports give gardeners what they want: frequent, seasonal, gardener-to-gardener advice specific to their region. Every two weeks original regional gardening reports, timely local gardening tips, regional gardening resources, and national news updates are produced by NGA's expert regional horticultural staff covering NGA's exclusive 12 National Gardening Zones. Regional Reports sponsorship logo tiles also appear on the Regional Reports Web pages.

Circulation: 125,000 opt-in subscribers, plus bonus circulation of up to 55,000 unique visitors each edition on www.garden.org.

Frequency: published bi-weekly on Thursdays (26 editions)

Creative: logo tile; 50K or smaller; static — GIF, JPEG, or PNG

	Type	Location	Size	Annual Rate
Position 1:	horizontal	ad column, top	120 x 90 pixel	\$28,000
Position 2:	horizontal	content well, below fold	120 x 90 pixel	\$15,000
Position 3:	horizontal	content well, below fold	120 x 90 pixel	\$15,000
Position 4:	horizontal	content well, below fold	120 x 90 pixel	\$15,000
Position 5:	horizontal	content well, below fold	120 x 90 pixel	\$15,000

KIDS GARDEN NEWS:

NGA provides relevant monthly content to teachers, community and youth project coordinators, and informal educators such as 4-H, master gardeners, and nature center leaders, as well as parents who are serious about family gardening. Each issue is supplemented by updates on available grants, conferences, gardening resources, and plant-based information in fulfillment of NGA's educational mission to encourage increased involvement in gardening with kids.

Circulation: 164,000 subscribers

Frequency: published monthly, mid-month

Creative: logo tile; 50K or smaller; static — GIF, JPEG, or PNG

	Type	Location	Size	Annual Rate
Position 1:	horizontal	content well, above fold	300 x 100 pixel	\$30,000
Position 2:	horizontal	content well, below fold	300 x 100 pixel	\$18,000
Position 3:	horizontal	content well, below fold	300 x 100 pixel	\$18,000



▲ Sponsorship logo tiles on Regional Reports e-mail



▲ Sponsorship logo tiles on Kids Garden News e-mail

Continued



To reserve our limited premium sponsorship positions, request additional information, or discuss custom award opportunities, please call 802-863-5251, ext. 117 or e-mail advertising@garden.org.

Web Site Sponsorship

GARDEN.ORG: Your Web site sponsorship run sitewide, except on NGA's Regional Reports Web pages. NGA's Web site features extensive gardening information, how-to articles, videos, horticultural libraries, and community activities. Site visitors are highly qualified food, flower, and landscape gardening enthusiasts, ranging from novice to expert, who appreciate socially-responsible programs and businesses.

Traffic: 750,000-2,500,000 impressions per month, peaking during spring months

Creative: logo tile: 50K or smaller; static — GIF, JPEG, or PNG

	Type	Location	Size	Annual Rate
Position 1:	horizontal	nav bar, above fold	125 x 125 pixel	\$50,000
Position 2:	horizontal	nav bar, below fold	125 x 125 pixel	\$50,000



Sponsorship logo tiles on ▲ garden.org

KIDSGARDENING.ORG: This is the premier Web site for educators and families who garden with youth. Your Web site sponsorship is site-wide and runs with NGA's extensive offering of youth gardening information, how-to articles, lesson plans, thematic explorations, grant opportunities, online curricula, and more. Site visitors are highly qualified educators, parents, and community leaders seeking ways to engage youth with gardening activities, nutrition education, and environmental stewardship. They respond appreciate socially-responsible programs and businesses.

Traffic: 120,000–280,000 impressions per month

Creative: logo tile: 50K or smaller; static — GIF, JPEG, or PNG

	Type	Location	Size	Annual Rate
Position 1:	horizontal	nav bar, below fold	145 x 90 (max) pixel	\$30,000
Position 2:	horizontal	nav bar, below fold	145 x 90 (max) pixel	\$30,000
Position 3:	horizontal	nav bar, below fold	145 x 90 (max) pixel	\$30,000



Sponsorship logo tiles on ▲ kidsgardening.org



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NATIONALGARDENMONTH.ORG: Each April gardening enthusiasts across the country celebrate **National Garden Month®**. Friends, family, and communities come together to share the many pleasures that gardening can afford. Thousands of news articles (with millions of impressions) are written about National Garden Month each spring, and even New York City joins in the month-long celebration. Our Web site provides readers and the media with five months of fresh, how-to ideas for celebrating National Garden Month, along with an abundance of resources that encourage everyone to participate in their own celebration. These logo tile opportunities are run-of-site on National Garden Month Web pages, and are reserved in conjunction with other NGA sponsorship programs; there is no additional charge. Call to learn how your logo can appear here.

Traffic: 30,000–45,000 impressions per month (Jan–April)

Creative: logo tile: 50K or smaller; static — GIF, JPEG, or PNG

	Type	Location	Size	Placement
Position 1:	horizontal	nav bar, above fold	120 x 60 (max) pixel	Corporate
Position 2:	horizontal	nav bar, above fold	120 x 60 (max) pixel	Media Partner



Sponsorship logo tile positions: ▲ nationalgardenmonth.org

CUSTOM AWARD SPONSORSHIPS: Link your brand to causes on many people’s minds and watch your marketing campaign reap the rewards. Consumers are impressed when their preferred brand actively addresses important social and educational issues. Every cause-gardening award sponsorship with NGA is a custom relationship designed to meet your corporate responsibility goals. NGA works closely with you to ensure that your company reaps the broadest public awareness and appreciation for its marketing dollars.

Gardening is an ideal vehicle by which to achieve objectives. Cause-gardening awards bring into focus important social concerns such as:

- Teaching children about healthy food choices and where their food comes from;
- Getting kids outside and exercising;
- Advancing awareness of food-security issues and social responsibility.
- Converting traditional classroom academics to hands-on experiential learning, resulting in improved test scores;
- Fostering environmental stewardship values, including an understanding of human impact on nature;
- Strengthening parent-child bonds;
- Helping to build intergenerational ties and stronger communities;
- Learning to celebrate cultural similarities and differences;
- Developing cooperation and leadership skills, and nurturing self confidence and pride.

Prices and award program scope are scalable to your needs. NGA handles the administrative process for each award. Our services typically also include: schedule of deliverables, interfacing with your advertising agency, joint development of award application and award package, hosting and processing of applications, joint press releases announcing and concluding the program, fulfillment of award package, and evaluation and report on award process and outcome.

Join NGA today in using gardening as a portal to address important social issues. Together we can make a difference!

“The Subaru Adopt a School Garden Program is a natural fit for Subaru, given its dedication and commitment to environmental initiatives.

Providing our youth with opportunities to explore and learn about the importance of being environmental stewards is a key priority in our philanthropic activities.”

— Tom Doll, President
Subaru of America Foundation, Inc.

FOR MORE INFORMATION, VISIT: www.garden.org/advertising



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