

Reach Hundreds of Florists With Your Ad



The 2012 CFA Resource & Expo Guide

Totally re-designed for 2012! Packed with reference information that florists will want to keep all year long!

You'll reach more than 1,600 florists and wholesalers when you advertise in CFA's 2012 Resource Guide—given out to everyone who attends the Northeast Floral Expo, one of the nation's four largest florist conventions!

This show has become the one-and only regional florist show serving all 6 New England states, New York, and mid-Atlantic states. Last year, more than half the attendees came from outside Connecticut. Combined together, they represent a \$300 million++ market.

The 2012 Directory features a beautiful 4-color cover in 8.5" x 11" format. By advertising, you'll receive a copy, which contains valuable lists and address of florists and their suppliers. And for those Connecticut florists who don't come to the Expo, we'll mail them a copy, ensuring total saturation of the state.

The CFA Resource & Expo Guide. A handy reference book kept year-long by florists. Can we find a spot in there for you?

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Connecticut Florists Association



Resource Guide

Deadline:
Feb. 1, 2012

RETURN THIS FORM & YOUR PAYMENT TO:
 Connecticut Florists Association
 590 Main St.-Bart Center, Monroe CT 06468
 800-352-6946 • Fax 203-261-5429

Company _____
 Contact _____
 Address _____
 Town _____ State _____ Zip _____
 Phone _____ Fax _____
 E-mail _____

CHECK ENCLOSED
 CHARGE TO MY CREDIT CARD:

AMERICAN EXPRESS
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Card Number: _____
 Expiration ____/____ Signature _____
 SEND BILL (Net 30 terms)

ADVERTISING RATES (circle size & amount)		
SIZE	B&W	COLOR
Business card	\$50.00	\$100.00
One-Sixth-page	\$75.00	\$145.00
Quarter-page	\$125.00	\$200.00
Third-page	\$150.00	\$275.00
Half-page	\$200.00	\$350.00
Full-page	\$350.00	\$550.00
Centerfold	\$700.00	\$1350.00
Inside front cover	NA	\$725.00
Inside back cover	NA	\$725.00
Outside back cover	NA	\$825.00
Typesetting/layout service (if needed)	\$25.00	\$25.00
10% DISCOUNT FOR CFA MEMBERS	-\$ _____	
TOTAL ENCLOSED	_____	\$ _____

TERMS & CONDITIONS: Payments to the Connecticut Florists Association may be tax deductible as business expenses, not as charitable contributions. All fees nonrefundable. Advertiser understands that quality of ads in Yearbook depends on quality of original art or electronic files furnished to CFA by advertiser, and agrees to pay for ad regardless of final Yearbook publication quality.

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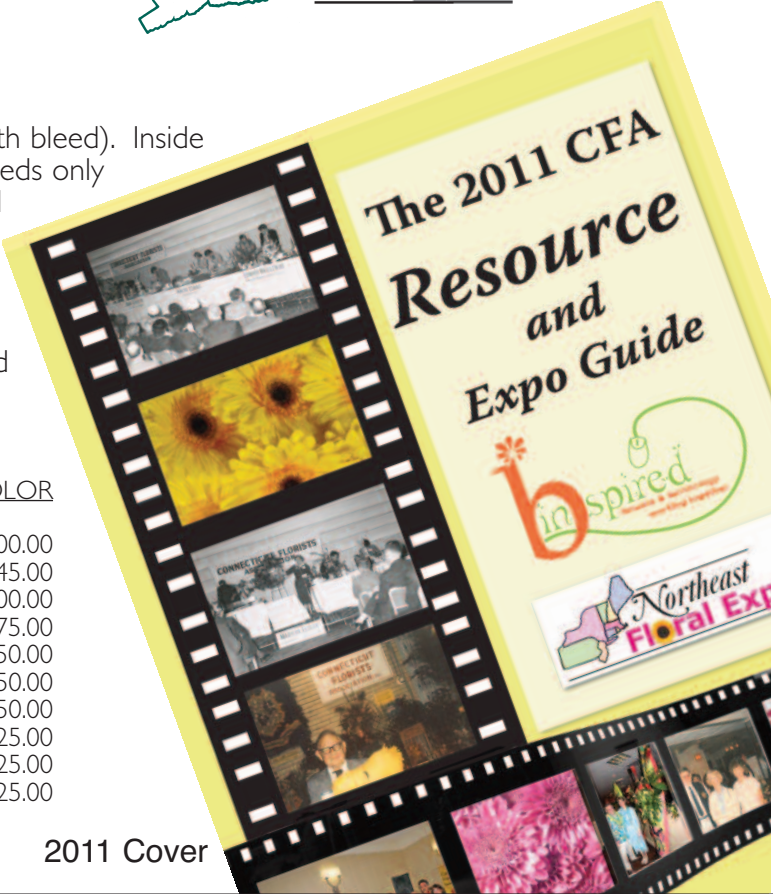
MARCH 10-11, 2012 • STURBRIDGE HOST HOTEL, MASS.



The CFA Resource & Expo Guide 2012 Publication Information, Sizes & Rates

Overall book size: 8.5" x 11", Covers in full color (with bleed). Inside pages available in both color and black-and-white (bleeds only for full page ads) (inside color ads grouped on coated stock). Submit camera-ready copy, or electronic files. CFA works in Quark. We can also translate high-resolution PDF files, along with TIF, GIF, JPG, EPS files. Our e-mail address is CTFLORISTS@aol.com
 Typsetting/layout charges \$25 & up. Please get your ad in by February 1, 2012. CFA Members take 10% off the following ad rates:

AD.....	SIZE	B&W.....	COLOR
Business card.....	3.5"x2"	\$50.00	\$100.00
One-Sixth-page	2.5"x5"	\$75.00	\$145.00
Quarter-page	3.75"x5"	\$125.00	\$200.00
Third-page.....	2.5"x10" or 5"x5"	\$150.00	\$275.00
Half-page	5"x8"	\$200.00	\$350.00
Full-page	8"x10.5"	\$350.00	\$550.00
Centerfold	10.5"x16.5"	\$700.00	\$1350.00
Inside front cover.....	8.5"x11"	NA.....	\$725.00
Inside back cover.....	8.5"x11"	NA.....	\$725.00
Outside back cover.....	8.5"x11"	NA.....	\$825.00



2011 Cover