

WF&FSA Advertising Packages 2022

CLICK TO SUBMIT YOUR AD



Reach the major floral wholesale distributors in the United States and around the world by advertising with WF&FSA.

WF&FSA netWORK

This monthly digital newsletter is distributed to all WF&FSA member companies, media representatives, and floral association executives, as well as growers, importers, and manufacturers who market through wholesalers — reaching over 1,700 contacts in all. Ads are linked to your company web address of choice.

Premium Placement:

Your ad linked to your website is placed at the top of the newsletter (one company per issue)

- \$550 (1 issue)
- \$1,100 (3 issues)
- \$1,650 (6 issues)

High Placement:

Your ad linked to your website is placed in the middle of the newsletter (two company per issue).

- \$300 (1 issue)
- \$600 (3 issues)
- \$900 (6 issues)

Footer Placement:

Your ad linked to your website is placed at the bottom of the newsletter (one company per issue).

- \$200 (1 issue)
- \$400 (3 issues)
- \$600 (6 issues)

Acceptable Formats:

- JPEG or PNG format

Size Specifications:

- 200 x 600 pixels

Ad copy must be submitted by the first Thursday of each month.



WF&FSA Social Media

Your 30-second commercial or advertisement will be posted on WF&FSA's social media channels during the month of your choosing (two posts available per month).

- \$500 per post*

Acceptable Formats:

- MP4 video format, no more than 30 seconds in length
- Maximum of 200 characters for text ads

Ad copy must be submitted the last Monday of the previous month, prior to ad placement.

*Only one post per month per company.

