

# WF&FSA Advertising Packages 2023

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

Reaching over 1,800 contacts, netWORK is a monthly digital newsletter distributed to all WF&FSA member companies, media representatives, floral association executives, growers, importers, and manufacturers who market through wholesalers. Ads are linked to your company's web address. The more you purchase, the more you save! Advertise in three issues, and get one issue at half price. Advertise in six issues, and get two issues for free.

### Premium Placement:

Your ad is placed at the top of the newsletter (one company per issue) **SOLD**

- \$1,200 (2 issues)
- \$1,500 (3 issues)
- \$2,400 (6 issues)

### High Placement:

Your ad is placed in the middle of the newsletter (one company per issue)

- \$700 (2 issues)
- \$875 (3 issues)
- \$1,400 (6 issues)

### Footer Placement:

Your ad is placed at the bottom of the newsletter (one company per issue)

- \$500 (2 issues)
- \$625 (3 issues)
- \$1,000 (6 issues)

### Acceptable Formats:

- JPEG or PNG format (600 x 200 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 Format:

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

Ad copy must be submitted no later than the last Monday of the previous month prior to ad placement. Only one post per month, per company is available.



## WF&FSA Website

### Member Spotlight:

A highlight reel consisting of your company's products and services will be created for you and shared on WF&FSA's homepage during your chosen month(s). Only one highlight reel per month is available.

- \$800 per month

### Website/Instagram Package:

Includes a Member Spotlight on WF&FSA's homepage and shared as an Instagram Reel on WF&FSA social media.

- \$1,000

### Acceptable Formats:

- JPEG or PNG file of your product images (limit 10 images)
- Script text limited to 135-150 words

Ad copy must be submitted no later than the last Monday of the previous month prior to ad placement. Only one post per month, per company is available.

New Advertising Opportunity