

WFFSA Advertising Packages 2025

SECURE YOUR SPACE



Elevate your brand visibility and connect with an engaged audience in the wholesale floral industry. WFFSA's advertising platform offers a variety of impactful options tailored to meet your business goals.

WFFSA netWORK

Reaching over 1,800 contacts, netWORK is a monthly digital newsletter distributed to all WFFSA member companies, media representatives, floral association executives, growers, importers, and manufacturers who market through wholesalers. Ads are linked to your company's web address.

Premium Placement:

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

- \$1,300 (2 issues)
- \$1,650 (3 issues)
- \$2,600 (6 issues)

High Placement:

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

- \$750 (2 issues)
- \$975 (3 issues)
- \$1,550 (6 issues)

Footer Placement:

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

- \$525 (2 issues)
- \$675 (3 issues)
- \$1,100 (6 issues)

Acceptable Formats:

- JPEG or PNG format (600 x 200 pixels)

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



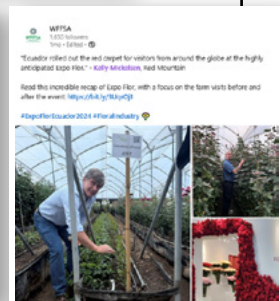
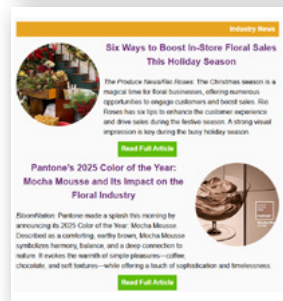
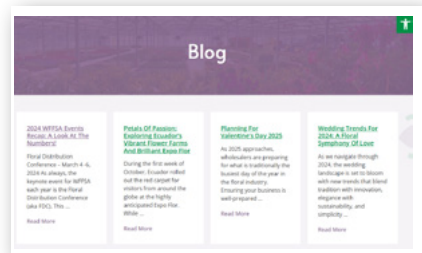
Spotlight Package (four opportunities available) - \$2,500 per post

Position your brand as a thought leader by showcasing your products or services through this unique advertorial opportunity featured on multiple WFFSA platforms. Share insightful business tips, best practices, or industry trends while promoting your product offerings. Includes:

- Advertorial published in WFFSA monthly blog
- Featured on WFFSA's website and archived indefinitely
- Highlighted in WFFSA monthly e-newsletter
- Shared on WFFSA's social media channels

Acceptable Formats:

- Please write your articles in complete sentences and limit them to 600 words, including pertinent phone numbers, URLs, etc.
- Please include a four-color logo of your company.
- News items should focus on new or additional personnel changes, appointments or promotions, facility expansion, new product lines, or advertising/promotion
- Articles should be written in the third person (use "they" instead of "we").
- Exclude sales features claims and direct or indirect comparisons with competitors.
- All articles should be sent to cvick@wffsa.org by the first of the month.



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WFFSA Website Advertising

Reach an active audience with high-visibility placements on the WFFSA website, which averages 8,000+ users and 97,000+ page views yearly.

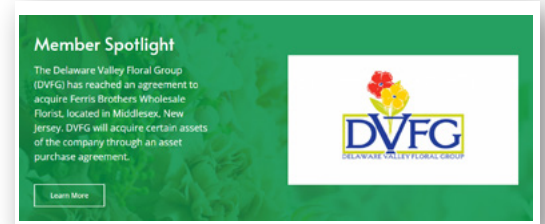
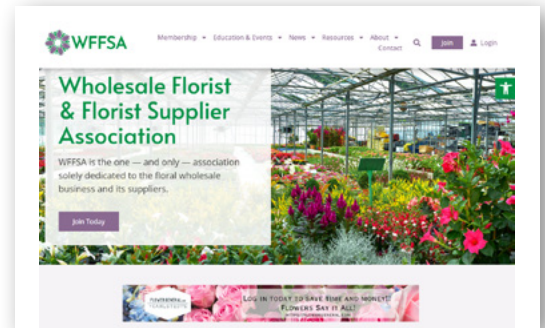
- **Linked Banner Ad** (above the fold)
 - o \$3,000 for 3-month placement
 - o \$5,000 for 6-month placement

Acceptable Formats: JPEG or PNG format (728 x 90 pixels)

- **Member Spotlight Section**

Highlight your logo, linked to a company description or news release on WFFSA's homepage and across WFFSA's social media channels

- o \$1,500 for 1-month placement



WFFSA Digital Advertising - \$5,000 per ad

Take advantage of targeted digital advertising to amplify your message at the perfect time for your business. For B2B ads, you will receive an estimated 85,000 – 150,000 impressions of your ad and 300-600 clicks on your ad, depending on audience size. For B2C ads, you will receive an estimated 120,000 – 600,000 impressions of your ad and 800 clicks on your ad, depending on audience size. WFFSA will:

- Collaborate with you to define your ideal target audience
- Collect the necessary creative, messaging, and links from you*
- Run ads across relevant platforms to match your audience
- Share relevant statistical results and potential leads

*Messaging must denote the ad is "in partnership with", overlaid in the creative as a disclaimer.

