

# WF&FSA Advertising Packages 2024

SECURE YOUR SPACE



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.

### 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.



## WF&FSA Social Media

### Instagram Take Over:

Take over WF&FSA's fastest growing social media account: Instagram. For one week, a member of your team will be granted temporary direct access as WF&FSA and be able to speak directly to our highly-engaged followers on the visual-first platform; post about your newest products,

your latest company news and more — leveraging single image post, multi-image posts, stories and Reels.

\*Note: Sponsor will need to complete a signed contract before takeover begins outlining rules of conduct.

- \$10,000 (two available per year)

### Instagram Live Session:

Promote your company, products, and services in a live 15-minute interview with WF&FSA's social media staff. Includes promotion of the live interview and a copy of the video file with full editing permissions for use in your marketing materials.

- \$2,000

