

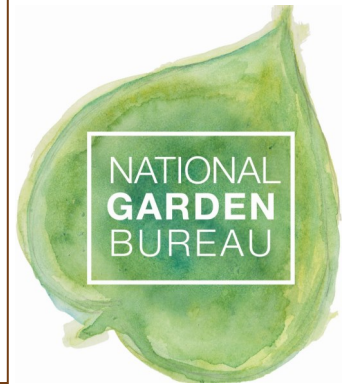
MEMBERSHIP & MEDIA KIT

Why Join?

Becoming a member of National Garden Bureau ensures you the attention and engagement of the gardening community from fresh novices to seasoned professional. Our audience is ever expanding from those with a large garden plot to urban gardens of containers, hanging baskets and balconies. We are the link to the garden community and garden influencers with the industry members who make it all happen.

NGB is committed to helping the horticulture industry grow to the benefit of everyone involved and continue to develop new programs and member benefits to increase the love and excitement of gardening to the public.

Join NGB as we inspire, connect and grow the generations.



Social Media Community: 55,400



Facebook: 14,000



Instagram: 1,500



Pinterest: 19,000



Twitter: 7,400

E-mail Subscribers: 13,500

NGB Membership Levels (details on page 2)

Member.....\$500

Sponsor.....\$1,000

Silver.....\$2,000

Gold.....\$3,500

Platinum.....\$5,000

In addition to the detailed member benefits for each level as shown on page 2, all members receive:

- Referrals to garden writers as the opportunities arise
- Retail members are featured under the "[Shop Our Members](#)" section
- Retail members selling 10 or more AAS Winners are featured on the "[Buy AAS Winners](#)"
- Opportunity to author e-newsletters
- Recognition as a major industry supporter by being an NGB member

Member Advertising:

Complimentary advertisements are available on the NGB website and/or the NGB e-newsletters with a \$1,000/year or higher membership level. Additional ads are \$300/month

Non-Member Ads are \$900/month

2016 www.ngb.org site statistics: 1 million visits for the year

Average Unique Visitors: 58,600/month
Average Page Views: 75,218/month

2016 www.aaswinners.com site statistics: 1+ million visits for the year

Average Unique Visitors: 54,000/month
Average Page Views: 142,000/month

Inspire, Connect, Grow

2017 NGB MEMBER BENEFITS

PLATINUM LEVEL (\$26,300 value)	\$ 5,000/year
12 New Varieties/New Products promoted online	\$12,000 value
12 New Varieties featured at GWA Annual Meeting	\$ 5,000 value
6 Months digital ads on NGB website	\$ 3,600 value
3 Custom boards on NGB Pinterest page*	\$ 3,000 value
12 E-newsletter links	\$ 1,200 value
3 Digital ads in our e-newsletter series	\$ 900 value
12 Social Media mentions/links/year	\$ 600 value
GOLD LEVEL (\$18,500 value)	\$ 3,500/year
9 New Varieties and New Products promoted online	\$ 9,000 value
9 New Varieties featured at GWA Annual Meeting	\$ 3,750 value
3 Months digital ads on NGB website	\$ 1,800 value
2 Custom boards on NGB Pinterest page*	\$ 2,000 value
9 E-newsletter links	\$ 900 value
2 Digital ads in our e-newsletter series	\$ 600 value
9 Social Media mentions/links/year	\$ 450 value
SILVER LEVEL (\$11,900 value)	\$ 2,000/year
6 New Varieties and New Products promoted online	\$ 6,000 value
6 New Varieties featured at GWA Annual Meeting	\$ 2,500 value
2 Months digital ads on NGB website	\$ 1,200 value
1 Custom board on NGB Pinterest page*	\$ 1,000 value
6 E-newsletter links	\$ 600 value
1 Digital ad in our e-newsletter series	\$ 300 value
6 Social Media mentions/links/year	\$ 300 value
SPONSOR (\$6,300 value)	\$ 1,000/year
3 New Varieties and New Products promoted online	\$ 3,000 value
3 New Varieties featured at GWA Annual Meeting	\$ 1,250 value
1 Month digital ad on NGB website	\$ 600 value
1 Custom board on NGB Pinterest page*	\$ 1,000 value
3 E-newsletter links	\$ 300 value
3 Social Media mentions/links/year	\$ 150 value
MEMBER (\$2,150 value)	\$ 500/year
1 New Variety and New Product promoted online	\$ 1,000 value
1 New Variety featured at GWA Annual Meeting	\$ 500 value
1 E-newsletter link	\$ 600 value
1 Social Media mention/link/year	\$ 50 value

**Pinterest boards will be public as long as company remains an active NGB member paying dues by January 31 of each year.*

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National Garden Bureau, 1311 Butterfield Road, Suite 310, Downers Grove, IL 60515

