

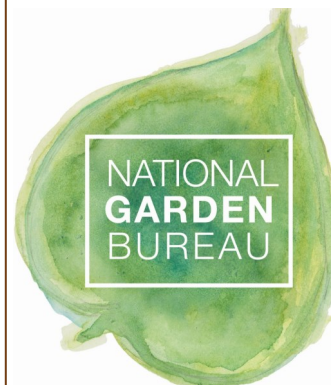
# MEMBERSHIP & MEDIA KIT

## 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: 63,000+



Facebook: 18,144



Instagram: 2,072



Pinterest: 20,944



Twitter: 7,761

E-mail Subscribers: 15,000

## 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 and/or blogs
- 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](http://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](http://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)

	<b>\$ 5,000/year</b>
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/blog 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)

	<b>\$ 3,500/year</b>
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/blog 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)

	<b>\$ 2,000/year</b>
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/blog 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)

	<b>\$ 1,000/year</b>
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/blog links	\$ 300 value
3 Social Media mentions/links/year	\$ 150 value

## **MEMBER** (\$2,150 value)

	<b>\$ 500/year</b>
1 New Variety and New Product promoted online	\$ 1,000 value
1 New Variety featured at GWA Annual Meeting	\$ 500 value
1 E-newsletter/blog 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.*

Any NGB retail member who sells 10 or more AAS Winners gets their company logo and a link included on the "Buy AAS Winners" page of the AAS website



*Inspire, Connect, Grow*