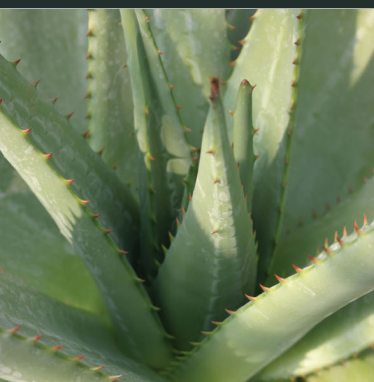
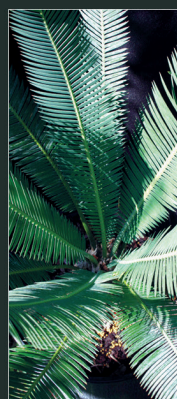


# *Betrock's* PLANTFINDER®

2016–2017 Media Kit



BETROCK  
INFORMATION  
SYSTEMS, INC.  
7770 DAWIE RD EXT.  
HOLLYWOOD, FL  
33024  
CHANGE  
SERVICE REQUESTED

# WHAT IS THE PLANTFINDER®? .....

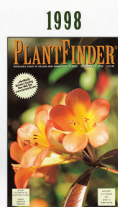
For over 45 years, the **PLANTFINDER®** has been the premier monthly wholesale guide to interior and ornamental plants for professionals in the horticultural industry. An advertising medium, this trade magazine is the most valuable tool for providing accurate and timely plant availability information to licensed wholesalers.

Every month the **PLANTFINDER®** contains thousands of updated plant and supply listings from hundreds of nurseries. Plant material is listed alphabetically by botanical name with common name cross reference, quantities, descriptions and prices. Advertisers are listed alphabetically by company name and include location address, website, email, phone numbers and Certificate of Nursery Registration numbers.

Distributed to Landscape Contractors, Landscape Architects, Wholesale and Retail Nurserymen, Design Professionals, and thousands of other horticultural professionals throughout Florida and the Gulf Coast. Also circulated at industry trade shows including The Landscape Show, Gulf States Horticultural Expo, Texas Nursery & Landscape Show, Native Plant Show, Jacksonville Landscape Show and the Tropical Plant Industry Exhibition.

Plant listings and allied products from the magazine appear on [PlantSearch.com](http://PlantSearch.com), and [PlantFinder.com](http://PlantFinder.com). Listings can also appear on [Betrock's ColdHardyPalms.com](http://Betrock's ColdHardyPalms.com) and [FloridaNativePlants.net](http://FloridaNativePlants.net).

## *Betrock's* **PLANTFINDER®** CELEBRATING OVER 45 YEARS Successfully Connecting Buyers & Suppliers



# Click, Swipe or Turn the Page

*We've Got You Covered*



- Material Availability
- Company Information
- Location / Delivery Area
- Product Pictures
- Affiliated Associations
- Specialty Services
- Hardgood Lines
- Top Searched Statistics

*— we provide tools for all buyers and suppliers —*

**1,000's** of plant / allied supply listings from  
growers & industry services across all regions –

**All searchable in ONE database!**

Betrock's  
**PLANTFINDER**

Betrock's  
**PlantSearch**  
**plus+**



Betrock's  
Cold Hardy Palms



Betrock's  
Florida Native Plants

# Click



## Ad Locations & Monthly Pricing

### BANNER ADS

Home Page Featured Banner Ads – \$175.00

#### Rotating Banners on Search Pages

Banner ads are attached to a specific plant listing page and also randomly rotate on other pages.

- Banners: \$75.00 (Dimensions 728px x 90px)
- Top 20 Designated Searched Plant Locations: \$100.00

### PLANTSEARCH® LISTINGS

Level 1 – \$29.95

- Up to 25 listings on PlantSearch.com
- Additional listings – \$9.95 for each increment of 10

Level 2 – \$99.95

- Unlimited listings

#### Loyalty Level


- All listings in **PLANTFINDER®** are **FREE** on PlantSearch.com
- Any additional listings placed on PlantSearch.com **ONLY**, are \$9.95 for each increment of 10 or unlimited listings for \$74.95

Allied – \$50.00 for 1,000 characters

- Additional characters – \$2.50 for each set of 50 characters

Classified / Real Estate – \$40.00

- Up to 800 characters
- Additional characters – \$2.50 for each set of 50 characters

Payments accepted online at  **PlantSearch®.com**



# What's all the **plus+** About?



**PlantSearch Plus+** is our **FREE Request-For-Quote** System. It does all the legwork for buyers & generates leads for the supplier.

Let the **Plus+** search through thousands of growers in our database who have the specific plant/allied supply product you're looking for and contact them for you.

All **Request-For-Quote** responses are kept organized and are easily accessible for you to review.

**Get Your Mobile Friendly App Today!**



[www.PlantSearch.com](http://www.PlantSearch.com)

# Turn the Page

## Betrock's PLANTFINDER®

### MONTHLY ADVERTISING RATES

#### DISPLAY ADS

Full Page  
\$1250

5.375" W  
×  
8.375" H

Half Page  
Horizontal  
\$625

4.812" W  
×  
3.812" H

Half Page  
Vertical  
\$625

2.312" W  
×  
7.625" H

Quarter Page  
\$325

2.312" W  
×  
3.812" H

Inside Covers: \$2,000.00

Front/Back Covers: Call for availability, pricing varies monthly according to trade shows

Allied Supplies 1/8<sup>th</sup> Page: \$150.00

Insert Card (5" × 8"): Call for pricing

#### PLANTFINDER® LISTINGS

**Plants** – \$50.00 (20 items or less), \$2.50 per item thereafter.

**Allied** – \$50.00 (1,000 characters or less), \$2.50 for each set of 50 characters thereafter.

**Classified & Real Estate** – \$40.00 (800 characters or less), \$2.50 for each set of 50 characters thereafter.

**All the above listings appear on PlantSearch.com at no additional charge.** Listings can also appear on Betrock's ColdHardyPalms.com and FloridaNativePlants.net for an additional charge.

#### BANNERS

**Listing Banners** – \$35.00 each — 4 banners or more \$25.00 each.

**Jumbo Banner** – \$75.00 each — 3 banners \$200.00.

Banners must be attached to a plant listing and will appear in your choice of red, blue, green or black.

Monthly special, multi-ad discount and association member benefits available.

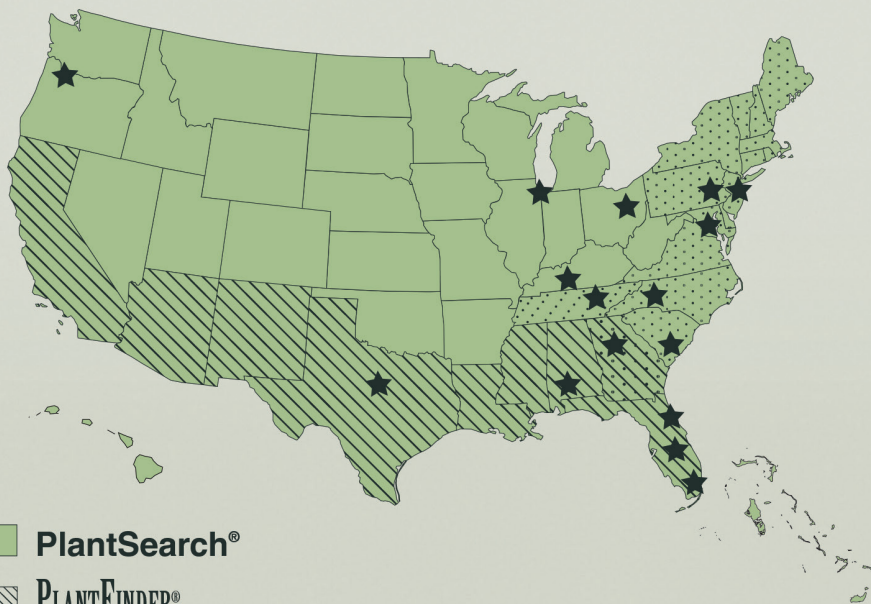
*If your nursery is located in Florida, you must have a Certificate of Nursery Registration from the State of Florida, Department of Agriculture and Consumer Services. The registration number will appear with all ads.*





*Advertising rates can change without notice.*

For more information contact **Christy** at **954.448.3214** or **christy@betrock.com**.

# We've Got You Covered

## CIRCULATION AREA



-  **PlantSearch®**
-  **PlantFinder®**
-  **PLANT & SUPPLY LOCATOR®**
-  **PlantFinder® and PLANT & SUPPLY LOCATOR®**

★ Locations where trade shows are attended



## PlantFinder® SUBSCRIPTIONS

3 Years / 36 Issues  
2 Years / 24 Issues  
1 Year / 12 Issues  
Bi-Monthly / 6 Issues  
Quarterly / 4 Issues  
(Jan., Apr., July, Oct.)  
Foreign Mailing

- Only \$252 (Save \$378 off cover price)
- Only \$174 (Save \$246 off cover price)
- Only \$89.95 (Save \$120.05 off cover price)
- Only \$55.95 (Save \$49.05 off cover price)
- Only \$40 (Save \$30 off cover price)
- International postal rates will apply.

## What people are saying about us.....

“We track our advertising sales through a number of avenues and, month after month, the **PLANTFINDER** remains the highest profile advertising in our marketing plan. I have to give credit to the professional people behind the scenes for making our ads stand out!”

– Wendy  
Fish Branch Tree Farm, Inc.

“I started advertising my listings 4 years ago with hopes of growing my business. I’ve increased my advertising each year and now I also run a 1/4 page display ad. With each increase, my business grew. My new customers always say they found me in the **PLANTFINDER** or on **PlantSearch**. **PLAIN** and **SIMPLE**...it just works!”

– Todd  
T & M Trees, Inc.

“...I entered a Request-for-Quote and received 10 price quotes almost immediately!”

– Colleen  
Grants Creek Nursery

We’re associated with...



## BETROCK INFORMATION SYSTEMS, INC. ....

7770 Davie Road Extension, Hollywood, FL 33024

Phones: 800.627.3819 / 954.981.2821 • Fax: 954.981.2823 • email: [info@betrock.com](mailto:info@betrock.com)  
[www.Betrock.com](http://www.Betrock.com) • [www.PlantFinder.com](http://www.PlantFinder.com) • [www.PlantSearch.com](http://www.PlantSearch.com)

Christy Savage-Griffin • 954.448.3214 • [christy@betrock.com](mailto:christy@betrock.com)