



Plantsmap.com



## Connecting People With Plants™

[Plantsmap.com](https://plantsmap.com) is a website community that hosts botanical collections with customized tools that solve the challenges of documenting, organizing, mapping, tagging and sharing information about plants.

The easy to learn [My Plants Map](#) tools have wide appeal among a diversity of users from those that manage public landscapes to avid plant collectors, professionals, community groups, weekend gardeners and more.

- [Plantsmap.com](https://plantsmap.com) is a mobile-friendly website so there's no need to download an app.
- Discover plants and collections added by our growing community.
- Find resources with products and services to help you grow your world.
- Search for botanical events such as plant sales, garden tours, flower shows, workshops and more.

## Advertising with Plants Map Helps Support & Grow our Community

Plants Map is a growing community of horticultural enthusiasts and botanical places. Our free My Plants Map tools, along with our interactive tags and signs, support educational outreach goals for public landscapes, community parks, botanical gardens, arboreta, non-profit organizations, schools, colleges, and other types of plant collections.

By advertising with Plants Map you have the opportunity to support our mission of connecting people with plants and our goal to keep our educational outreach tools free to our users. Learn more about some of the people, places and organizations using Plants Map via our [Featured Profiles Journal Series](#).



If your materials about your plants are growing faster than your plants: [PlantsMap.com](#)



Interactive plant labels connect to your digital plant journal



[Plantsmap.com](#)  
Connecting People With Plants

## My Plants Map

### Digital Plant Journal

Create your own plant library using [My Plants Map](#) to share the story of your plants with others. We host a unique web page for each of your plants that include your plant's story, photos, notes, growing details and reference links all in one place. Create collections and subcollections to help organize your plants. View our [Sign Up and Getting Started Tips](#).

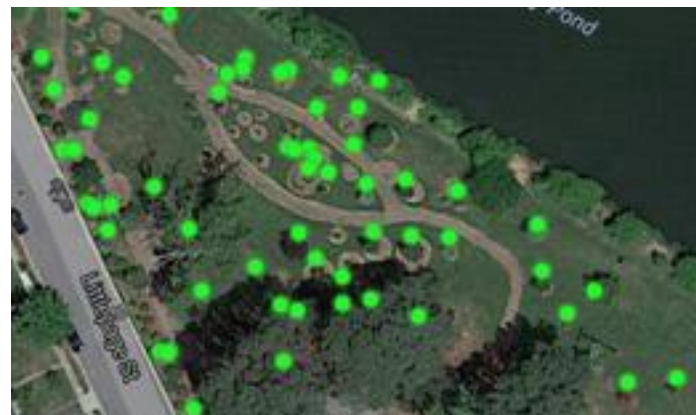


### Interactive Plant Tags and Signs

Plants Map makes it easy and affordable to order custom, interactive plant tags or signs from your [My Plants Map](#) library and our innovative [My Tags](#) ordering process. Now anyone can add attractive, long-lasting plant identification to any landscape or plant collection.

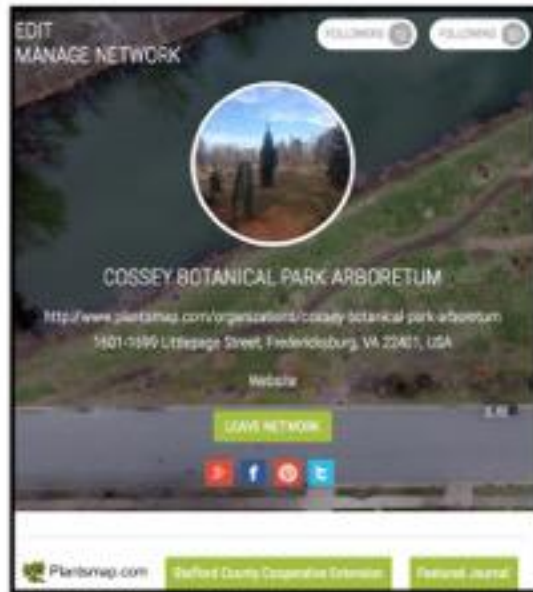
### Mapping Tools

Add your profile, plants, and plant collections to the [community map](#) by entering a location. Or create your own private map of your plants and collections seen only by you. [Learn more about what you can map on Plants Map](#).



## Organization Profiles

Let your plant collections do the work! Plants Map is a powerful all-in-one membership, marketing, and educational tool to engage others through your online plant collection library. Visitors can 'Like' your plants and Follow your organization on Plants Map. Create a Network of members, supporters, volunteers, customers or affiliate organizations. We invite public gardens, schools, universities, businesses, brands, plant societies, garden clubs and more to our growing community. [Learn more about FREE Organization Profiles.](#)



## Resource Profiles

Grow your customer base by joining our Resource Marketplace. Our [Resource Marketplace](#) allows our visitors and users to easily find businesses, brands and professionals with products and services to better grow their world. Our goal is to meet your needs of either driving foot traffic to your store or more visits to your website. **Free Support:** We offer free training with online demos or calls for you or your team. **Watch our video on How to Become a Resource** Optional Set-Up: For a small one-time fee of \$50, we can create your organization profile, add you to our resource section, and begin any ad services as well.



## Who is digging in?

- Schools, Colleges, Universities, Teachers, Professors
- Public Landscapes & Community Gardens
- Parks & Trails
- Commercial Landscapes
- Plant Collectors, Master Naturalists, Master Gardeners, Tree Stewards
- And More - Cemeteries, Golf Courses, Nurseries, Garden Centers, Home Builders

Visit our featured profile stories to learn more about our community: [info.plantsmap.com/category/journal/featured-profiles](http://info.plantsmap.com/category/journal/featured-profiles)



### Volunteers turn a public library landscape into an educational pollinator garden

October 6, 2016 / In Featured Profiles Journal / by Emily Freehling



Across the U.S., there's a growing realization that pockets of public land that would otherwise house fertilizer- and water-dependent sod can be put to better use through the use of native plants. Pollinator gardens—landscapes designed to attract the bees, butterflies and birds that are necessary to plant life and food production—are becoming a popular project [...]



### A coalition rallies behind an important Seattle-area forest

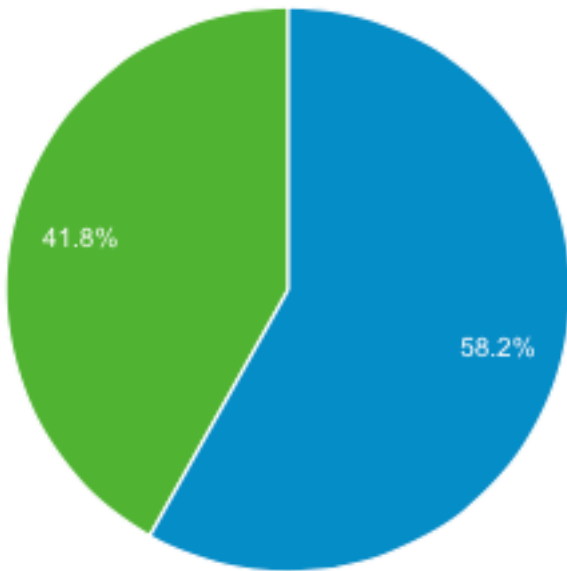
October 19, 2016 / In Featured Profiles Journal / by Emily Freehling



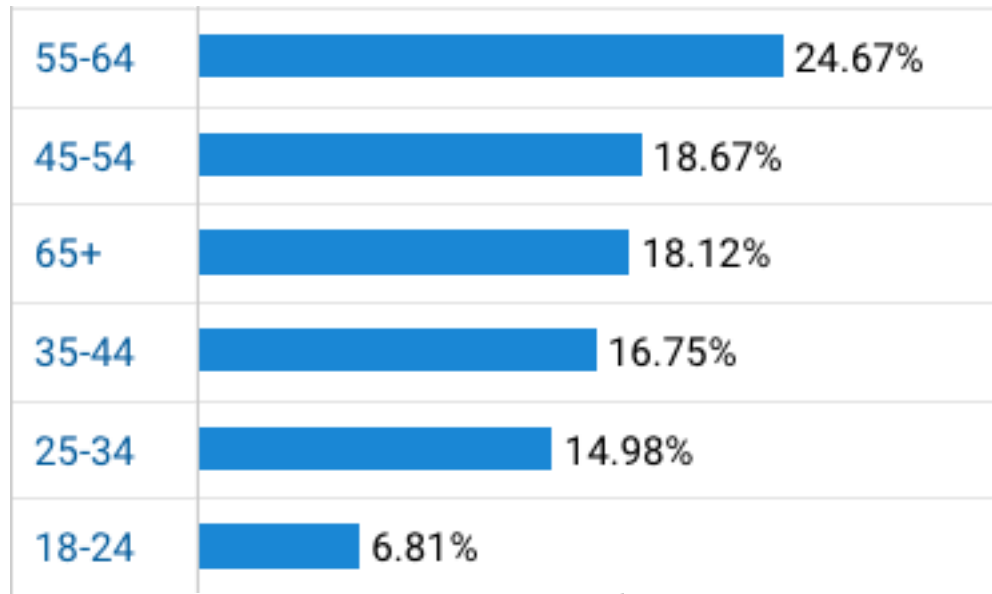
Like many communities on the outskirts of large cities, the city of Bothell, Wash., saw rapid growth during the housing boom of the mid-2000s. It's easy to look at growth as an intrinsic threat to preserving open spaces, but that's not quite how things turned out in Bothell, located outside Seattle. In fact, you could [...]

# Google Analytics May 1, 2016 - April 30, 2017

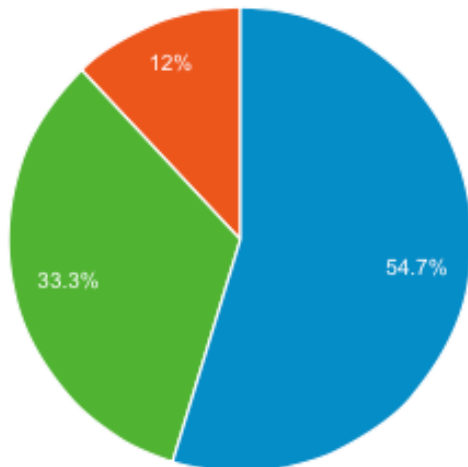
Female 58% | Male 42%



Age



1. desktop
2. mobile
3. tablet



Connecting People With Plants™  
monthly Plants Map E-Journal

Reach over 5K subscribers  
pls an additional  
8K website & social reach

# Pricing

**Resource Profile** – Upgrade any organization profile to a Resource profile for just \$99 a year.

- Be found by our visitors and users in our mobile, searchable Resource Marketplace directory.
- Only Resources can ad Product listings to their profiles.
- Only Resource profiles can ad a 'Buy It' tab to plants.
- Resource profiles receive discounted pricing on display advertising and email sponsorship opportunities.
- If you decide to not continue as a Resource, your organization profile will remain and is always free. You won't lose any plants or collections that you add.

## Product Ads

- Resource Profiles can add a products section to their profile.
- Product listings link to your website or your e-commerce page.
- List 1-4 products at \$240 for one year.
- List up to 24 products at \$1,188 for one year.

### PRODUCTS



## 'Buy It' Plant Tab

- Only Resource Profiles can opt to add a 'Buy It' tab to a plant profile.
- The 'Buy It' tab directly links to your website or e-commerce page.
- The 'Buy It' tab can be customized to encourage in-store purchases with a link to your location.
- Pricing for this feature begins at up to 24 'Buy It' plants at \$60 for one year.
- Pricing for up to 100 'Buy It' plants at \$120 for one year

# Advertising

## Display Ads

- Resource Profile Rates
  - \$250 for 90 days for Resource profiles
  - \$450 (\$50 discount) for 180 days (6 months)
  - \$675 (\$75 discount) for 270 days (9 months)
  - \$900 (\$100 discount) for 1 year
- Non-Resource Profile Rates
  - \$300 for 90 days for non-Resource profiles
  - \$550 (\$50 discount) for 180 days (6 months)
  - \$825 (\$75 discount) for 270 days (9 months)
  - \$1,100 (\$100 discount) for 1 year

Run of site displays ads will be featured on our [Explore page \(3 ads\)](#), [Resource page \(1 ad\)](#), [Journal & Help pages \(3 ads\)](#). Ads run on a rotation basis with other ads.

Ad Size: 300 pixels wide x 250 pixels tall

## [Email Sponsorship Ads](#)

- \$450 Resource profiles
- \$500 Non-Resource profiles

We send a monthly Connecting People With Plants E-Journal to over 5K e-mail subscribers. Our E-Journal is sent by the last Thursday of each month. We limit sponsor ads to 2 per email.

Ad Size: 300 pixels wide x 250 pixels tall





# Explore Page - 3 Ads (300 x 250)

The screenshot displays the 'Explore' page of the PLANTS website. The top navigation bar includes 'About', 'Home', 'Explore', 'Map', and 'My Plants Map', along with a search bar and user profile 'Tracy ...'. The main header features 'Explore', 'Plants', 'Collections', 'Community', 'Resources', 'Events', and an 'Add New' button.

**News Section:**

- Bill Blevins** (01 Feb 2017, 6:47PM): A tip for everyone. In Edit mode, put the date taken in the caption field under your photos. It is neat to see the timeline of growth over time. I've attached a screenshot.
- Includes a 'Photos' section with a '+ Add Photo' button and a 'Send' button.
- Interaction: Like (1), Write a comment..., and a 'View More' link.

**Advertisements (300 x 250):**

- Serious About Growing Daylilies?**: Features a yellow daylily flower. Text: 'Learn More about the Daylily Tab'.
- Interactive Plant Tags and Signs**: Shows a hand holding a plant tag for 'Magnolia grandiflora' (Southern Magnolia) with a QR code. Text: 'LEARN MORE'.
- Grow Roses? Learn about the Rose Tab**: Features a pink rose flower.

**Plants Section:**

- Header: 'Plants' with a leaf icon.
- Grid of four plant images: a leaf icon, a green plant, a leaf icon, and a green fruit.

# Journal Page - 3 Ads (300 x 250)

[Explore](#) [The Journal](#) [Tags & Signs](#) [Pricing](#) [About](#) [Help](#) [Sign In](#)

The Journal

Connecting People With Plants™  
E-Journal January 2017 Plantsmap.com

### Plants Map E-Journal January 2017

January 23, 2017 / 43 About Us Journal Journal / By Tracy Skelton

[Read more](#)

Purple Paspalflower (Passiflora  
ocarpa) Plan Insect at Market  
Nestle perfume. Insecticide the  
link to our Car spray  
agony. For fun, part on  
Africa. See, further.  
Learn more at  
plantsmap.com/plants/2122

### How to make seed packets with Plantsmap.com links

January 26, 2017 / In Articles Journal Journal / By Tracy Skelton

I wanted to share my way of making seed packets that includes using a link to plants on Plants Map for more information. I try to squeeze what I can on an envelope label, but there is always so much more information with photos that can be shared from one of our digital plant profiles. [...]

[Read more](#)

### Advertising and Product Promotion Guidelines on Plants Map

January 26, 2017 / In About Us, Community Guidelines, Help, Journal, Resource Profiles, Support Help, Journal, Support / By Tracy Skelton

#### JOURNAL CATEGORIES

- Journal
- About Us
- Articles
- Botanical Photography
- Developer Releases & Updates
- Featured Profiles
- Garden Tourism
- Grants and Funding Resources
- News & Updates
- Plant Databases
- Plant Identification
- Plants of the Year
- QC Codes
- Social Media
- Tree Inventory Management
- Support


Become an  
E-Journal Sponsor  
Connecting People With Plants™

Click to  
learn  
about the  
site Tab.

Click to  
learn  
about the  
site Tab.


# Explore Page - 1 Ads (300 x 250)

Explore


Plants Collections Community **Resources** Events [Add New](#) 

**Search Resources**

Title  Keyword

Select Category   [Search](#) [Reset Search](#)

Become a Plants Map Resource



**PLANTS  
MAP  
RESOURCES**

[Learn More](#)



## Resource Profile

Plants Map [Resource profiles](#) receive a discounted advertising rate.  
Resource profiles are listed in our Resource Marketplace at **\$99 for one year.**

If you are an existing Resource profile,  
please provide your profile name: \_\_\_\_\_

If you are not an existing Resource profile,  
do you wish to become a Resource profile? Yes \_\_\_\_\_ No \_\_\_\_\_

do you have an existing free organization profile? Yes \_\_\_\_\_ No \_\_\_\_\_

If you do not have an existing organization profile, instructions to create one will be emailed to you.

**TOTAL \$** \_\_\_\_\_

## Digital Display Ad Rates

Size: 300 x 250

	Resource	Non-Resource
90 days (3 months)	\$ 250 _____	\$300 _____
180 days (6 months)	\$ 450 _____	\$550 _____
270 days (9 months)	\$ 675 _____	\$825 _____
1 Year	\$ 900 _____	\$1,100 _____

Begin Date: \_\_\_\_\_

Note: Ads run consecutive days/months only.

Please be advised that your ads will not be live until we receive your payment.

**Total Amount: \$** \_\_\_\_\_

## E-Journal Advertising

Emailed once a month by the last Thursday of the month. We limit 2 ads per E-Journal.

Ad Size: 300 x 250

	Resource	Non-Resource
1 Month =	\$450 _____	\$500 _____

Month Preference(s):

January \_\_\_\_\_ February \_\_\_\_\_

March \_\_\_\_\_ April \_\_\_\_\_

May \_\_\_\_\_ June \_\_\_\_\_

July \_\_\_\_\_ August \_\_\_\_\_

September \_\_\_\_\_ October \_\_\_\_\_

November \_\_\_\_\_ December \_\_\_\_\_

**No of months** \_\_\_\_\_ x \$450 (\$500) = \$ \_\_\_\_\_

We will contact you if your preferred months are not available. Please be advised that your ads will not be live until we receive your payment.



### Resource Profile Products Ads

A Resource profile on Plants Map may add 1-4 product ads to their profile at \$240 a year.

- Product Ads can be products, services, classes, membership, tours, etc.
- Product Ads can not be plants or plant material. See our 'Buy It' Plant Tab option.

Check One:

I will email a product ad with a URL for each listing.

Please use image from URL link(s) provided below.

Note: Payment must be received in advance of ads going live. All advertising is accepted or rejected at our own discretion. Please see our advertising guidelines for more details.

Product Name: \_\_\_\_\_

URL Link: \_\_\_\_\_

Choose Ad Button: Learn More  Buy Now

Product Name: \_\_\_\_\_

URL Link: \_\_\_\_\_

Choose Ad Button: Learn More  Buy Now

Product Name: \_\_\_\_\_

URL Link: \_\_\_\_\_

Choose Ad Button: Learn More  Buy Now

Product Name: \_\_\_\_\_

URL Link: \_\_\_\_\_

Choose Ad Button: Learn More  Buy Now

**'Buy It' Plant Tab** - Add a custom tab to your plant profiles to provide product information and a buy now link for either online or in-store purchases. The Buy It custom plant tab is available on **an annual subscription basis**. Choose one option below. [Learn More > info.plantsmap.com/help/buy-custom-plant-tab](http://info.plantsmap.com/help/buy-custom-plant-tab)

1-24 buy it plants @ \$60

Up to 600 plants @ \$720

1-100 buy it plants @ \$120

Up to 700 plants @ \$840

Up to 200 buy it plants @ \$240

Up to 800 plants @ \$960

Up to 300 plants @ \$360

Up to 900 @ \$1,080

Up to 400 plants @ \$480

Up to 1000 @ \$1,200

Up to 500 plants @ \$600



# Plantsmap.com

## 2017 Submission Form

Return to: Plants Map at [sales@plantsmap.com](mailto:sales@plantsmap.com)  
6904 Cloudy Way, Spotsylvania, VA 22551  
Phone: (540) 693-0821

Advertiser Name \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date \_\_\_\_\_

Resource Profile (\$99)	\$ _____
Display Ads	\$ _____
E-Journal Sponsor Ads	\$ _____
Resource Product Ads (\$240)	\$ _____
Buy It Plant Tab	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>

### Return submission form to [sales@plantsmap.com](mailto:sales@plantsmap.com)

Digital ads should be emailed along with this form if applicable. Ad sizes are 300 x 250 pixels.

All ads will be reviewed for quality and content. All advertising is accepted or rejected at our own discretion. Please see our [advertising guidelines](#) for more details.

Upon receipt of this form, we will send you an invoice to review. Please be advised that your ads will not be live until we receive your payment.

#### Payment Options:

The emailed invoice is payable online with a credit card (VISA, MasterCard, American Express).

If paying by check, make payable to Plants Map and mail to 6904 Cloudy Way Spotsylvania, VA 22551 along with either a copy of this form or printed invoice.

Office Use: Form Rcvd: \_\_\_\_\_ Digital Ad Rcvd \_\_\_\_\_ Payment Rcvd \_\_\_\_\_