



# Buffalo-NiagaraGardening.com

---

Connie Oswald Stofko, Publisher • [connie@buffaloniagaragardening.com](mailto:connie@buffaloniagaragardening.com) • (716) 833-5187  
175 Stevenson Blvd., Amherst, NY 14226 • [www.buffalo-niagaragardening.com](http://www.buffalo-niagaragardening.com)

---

## Premium Listing in our [Gardening Directory](#)

You can include photos in addition to your logo when you choose a Premium Listing in our [Gardening Directory](#)! And you have lots of room for text to tell prospective customers about everything you have to offer.

Your Premium Listing appears before the free listings. And our categories help readers find you when they are looking for something special. Of course we link back to your website—and that's the place where customers can find out everything they need to know about your business.

If you don't know what to write in your Premium Listing, leave that part to us. For just \$35, I can write or rewrite your text for you.

Your listing could be the same throughout the year, or we could make seasonal changes. The cost would be \$25 each time you want changes made. (You can have several changes made at one time.)

Discounts are available for members of PLANT WNY. (See next page.)

**Investment:** \$169 per advertising cycle or \$507 for the entire year.

Our advertising year is set up to coincide with the business cycles of green businesses. There are three cycles:

- Cycle 1—mid-January through the end of April
- Cycle 2—May and June
- Cycle 3—July through mid-January

## ***Discount for PLANT WNY members***

Get 10 percent or 20 percent off your Premium Listing in our Gardening Directory.

To help spread the word about PLANT WNY and the CNLP Program, PLANT WNY is offering a 10 percent or 20 percent discount to members of PLANT WNY who buy a Premium Listing in the Gardening Directory of Buffalo-NiagaraGardening.com, the online gardening magazine for Western New York.

If you would like to take advantage of the 10 percent discount, we'll add one sentence to your listing. Each sentence contains one link to the PLANT WNY site. Your choice of sentences is:

*We are a proud member of PLANT WNY (the Professional Landscape & Nursery Trades of WNY), the presenter of Plantasia.*

*We are raising the standards!—We employ Certified Nursery & Landscape Professionals (CNLP).*

To take advantage of the 20 percent discount, you would choose to include both sentences.

**How much does it cost?** The regular price of a Premium Listing in the Gardening Directory is \$169 per advertising cycle (there are three advertising cycles per year).

With the 10 percent PLANT WNY discount, you pay only \$152 per cycle. (That's \$304 for two cycles and \$456 for all three cycles.)

With the 20 percent PLANT WNY discount, you pay only \$135 per cycle. (That's \$270 for two cycles and \$406 for all three cycles.)

### **When are the advertising cycles?**

Cycle 1: mid-January through end of April

Cycle 2: May through end of June

Cycle 3: July through mid-January

The price is the same whether you start at the beginning of the cycle or later in the cycle, so start now!

**How do I get started?** Contact Connie Oswald Stofko, publisher of Buffalo-NiagaraGardening.com, at [connie@BuffaloNiagaraGardening.com](mailto:connie@BuffaloNiagaraGardening.com) or (716) 833-5187.

**How do I get the discount?** You'll be charged the discounted rate by Buffalo-NiagaraGardening.com. There's no extra paperwork for you and you don't have to wait for a refund.