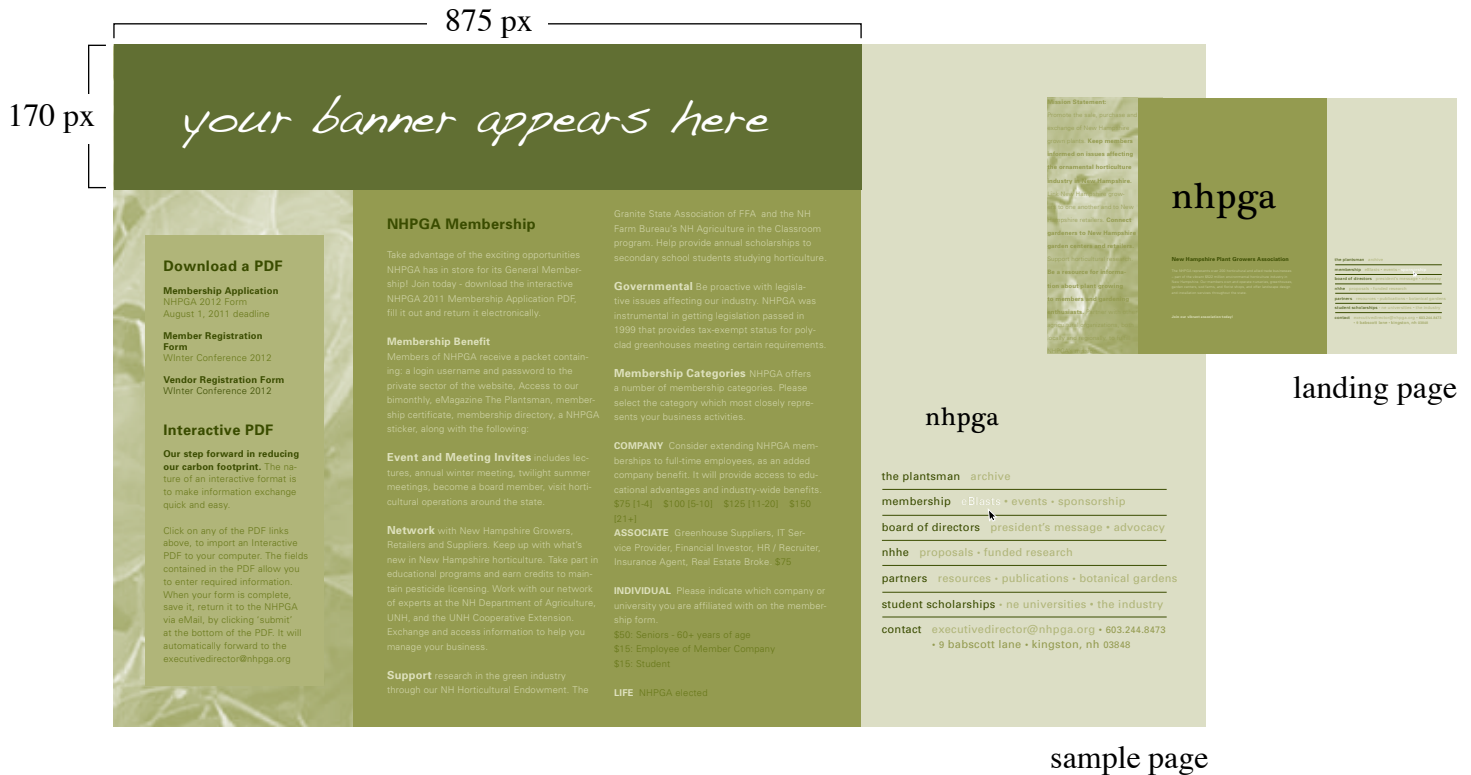


Streamlining the way NHPGA Networks



New Website

In an effort to improve our communication within our membership and the general public, we are expected to launch our new website October 1, 2011.

Brief outline of the major changes:

- The private side of the website has been eliminated.
- Login is no longer required to access any information.
- *The Plantsman Magazine* will be referred to as *The Plantsman*, as it will no longer be a magazine.
- Advertising will not longer appear in *The Plantsman*.
- *The Plantsman* is an online virtual flipbook, but remains available as a downloadable PDF.
- Web banners will be the primary source of advertising.
- The site will be secure, https.
- No online forms. For increased security, the transport of personal information [forms, proposals, etc.] will be handled via Interactive PDF, and eMailed directly to the NHPGA Executive Director.

Advertising

We request that you continue to sponsor the organization through banner advertising. Banners displayed for one year will cost \$100. Banners will be oriented at the top, left portion of every webpage, except for the landing page [aka home or index page]. They are to be designed precisely at 875 px wide and 170 px high. It is imperative that the banner be designed to the exact measurement specified.

The clicking action of the mouse anywhere on a page, will simultaneously refresh banners, at random. There will be no static space available for advertising. Also, due to the animated

nature of the banners, specific pages will not be reserved for your ad. Clicking a banner on the NHPGA website, will open a new window, displaying that advertisers website.

Future Advertising

In the hope that we attract a large sponsorship, and there becomes a need to increase your visibility on our website, we will be offering the opportunity to duplicate your banner in the data base. Each banner remains at \$100 [ie. If you want to triple your rate of visibility, three banners will be stored in the data base at the cost of \$300.]

The Plantsman

This publication will remain the same resource, in terms of its content, minus the appearance of advertising. Due to the restructuring of the website, *The Plantsman Magazine* is on temporary hiatus. Look for its return in the very near future, under the name *The Plantsman*.

eBlasts

Members are encouraged to sign up for our eBlasts to stay informed - especially if there is last minute information that need to be exchanged. This process can be easily done on the website.

Summary

Our decision to restructure our communication network responded to the unanimous difficulty members had obtaining information from the website, providing enough content for a full fledged magazine, and responding to a down turned economy. We hope that the lower cost of advertising appeals to a broader group, with the hope of increasing sponsorship.