



CODE NUMBER

DIRECTORY ADVERTISING

SHOP WILL BE LISTED IN THE DIRECTORY AS FOLLOWS

CODE NUMBER: _____ SHOP NAME (IN FULL): _____

BUSINESS PHONE #: _____ CONTACT NAME: _____

PHYSICAL SHOP ADDRESS: _____

CITY/STATE: _____ ZIP: _____

PLEASE LIST SHOP DELIVERY AREA AS FOLLOWS

City	State/ Province	Florist to Florist Delivery Fee	Basic Listing	Zip/Postal Codes ¹	FTD.com cut off time 11, 2, 3	Red Ink Listing	Special Listing ²	LIST ADS ³			DISPLAY ADS ³		Red Ink Ad	Featured Florist ⁴
								4.5"	6"	9"	Half Page	Full Page		

Special Listing Text:

Toll Free Number (TF): _____

Fax Number (FX): _____

Hours of Business (HR): _____

Delivery Service (DS): _____

Products (PR): _____

Professional Qualifications (PQ): _____

Signature: _____ Date: _____ Sold By: _____

The following fees are monthly (excluding graphic design fee). Fees will automatically renew from Directory to Directory and are subject to the right of termination upon written notification to FTD Directory Services prior to the published directory deadline. Fees will remain in effect until advertisement is out of the directory. A basic listing is required for all items except facility listings.

Basic Listing: \$15 US/\$15 CN, Zip/Postal Code Listing: \$1 US/\$1 CN Special Listing: \$35.00 US/\$35.00 CN, Red Ink – Listing: \$10 US/\$10 CN, Ad: 4.5" \$65 US/\$70 CN, 6" \$75 US/\$85 CN, 9" \$110 US/\$125 CN, Half page: \$200 US/\$200 CN, Full page: \$300 US/\$300 CN, Red Ink – Ad: \$25 US/\$25 CN, Graphic Design: \$15 US/\$15 CN, Facility Listings: \$6 US/\$6 CN, Featured Florist Listing: \$200 US/\$200 CN

¹ Use Zip/Postal worksheet to list multiple zip/postal codes for each city listing. Zip listings do not appear in the printed Directory nor Florist Link.

² Complete Special Listing Text Above (8 lines and 43 characters per line.)

³ Use ad worksheet.

⁴ Featured Florist ads are limited to 4 per city on a first come first serve basis. Featured Florist ads do not appear in the printed directory and do not alter placement in the florist link search results.



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AD WORKSHEET

YOUR ADVERTISEMENT WILL BE PROFESSIONALLY DESIGNED BY OUR TEAM OF GRAPHIC DESIGNERS.

Note, all advertisements include: Shop name, FTD member number, local phone number and Mercury codification (If applicable) . Please select from the items below to create your unique ad.

1. SELECT THE BASICS

- Shop Logo (provide a hi-res image, PDF or mail-in business card)
- Toll-Free # _____
- FTD Master Florist Logo (Participating Florist only)
- FTD Premier Florist Logo (Participating Florist only)
- Send Proof Email: _____ Fax: _____

2. SELECT MARKETING STATEMENTS

Please indicate which elements you would like to share with sending member florists, in order of importance. Keep in mind that excessive information may require a smaller font size, or larger ad.

- 4.5" Adup to 4 statements
- 6" Adup to 6 statements
- 9" Adup to 10 statements
- 1/2 pageup to 12 statements (ad visible on florist link)
- Full-size pageunlimited statements (ad visible on florist link)

Prioritize these marketing statements (following above recommendations):

- | | |
|--|--|
| <input type="checkbox"/> Full-service florist | <input type="checkbox"/> Fresh flowers available daily |
| <input type="checkbox"/> Satisfaction guaranteed | <input type="checkbox"/> Certified designers on staff |
| <input type="checkbox"/> Family owned and operated since _____ (indicate year) | <input type="checkbox"/> Extended delivery hours |
| <input type="checkbox"/> Family owned and operated | <input type="checkbox"/> Free local delivery |
| <input type="checkbox"/> Locally owned flower shop | <input type="checkbox"/> Late orders accepted |
| <input type="checkbox"/> We reciprocate orders | <input type="checkbox"/> Open during the holidays |
| <input type="checkbox"/> Upgrades available | <input type="checkbox"/> Shop hours |
| <input type="checkbox"/> We carry containers from other wire services | <input type="checkbox"/> Sympathy arrangements |
| <input type="checkbox"/> Custom design fruit and gourmet baskets | <input type="checkbox"/> 100% satisfaction guaranteed |
| <input type="checkbox"/> Or include and prioritize your own statements below: | <input type="checkbox"/> Flowers and gifts for all occasions |
| | <input type="checkbox"/> Use my existing ad text and border |

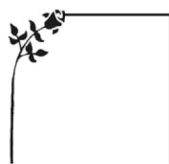
3. SELECT A BORDER STYLE



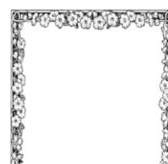
ARCH BORDER



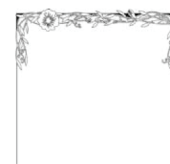
CLASSICAL



ROSE BORDER



FLORAL FRAME



FLORAL VALANCE



CONTEMPORARY

