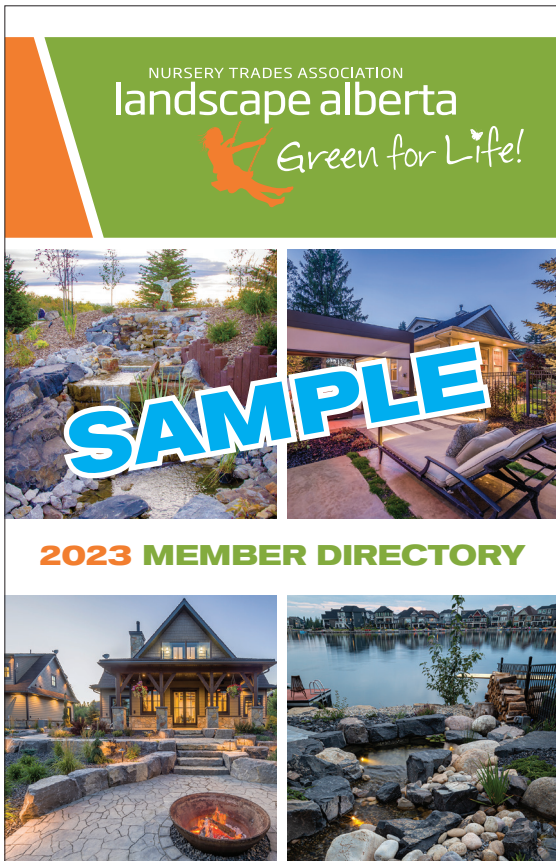


2024 MEMBERSHIP DIRECTORY MARKETING OPPORTUNITY!



Target Key Markets and Get Your Ad Noticed!

Advertising in Landscape Alberta's 2024 Membership Directory puts your ad in the hands of landscape contractors, garden centre buyers, nursery growers, landscape architects, municipal agencies, parks department staff, and attendees at trade shows and industry events.

A Smart Buy

- **Year-Round Use:** Most members use their directory throughout the year, meaning your ad keeps getting noticed.
- **Better Rates:** We're non-profit. Compare our rates to other media, and you'll see the difference.
- **High Engagement:** Print copies are sent directly to members and a digital version is available online for anyone.
- **Focused Audience:** Target garden centres, landscape contractors, nurseries, sod growers, municipalities, and more.
- **Members Save:** Landscape Alberta members save 15% on display advertising and page tab rates

Create Your Ideal Advertisement

Display Advertising:

A variety of ad sizes available
in full colour or B&W.

Page Tabs:

Your full page ad appears on section
tabs that separate directory content.
A great way to stand out.

Advertising Sales

Contact: Lisa Brick

Phone: 587-404-1346

Email: lisa.brick@landscape-alberta.com

Production

Contact: Kyla Hardon

Phone: 587-200-4043

Email: kyla.hardon@landscape-alberta.com

2024 MEMBERSHIP DIRECTORY

ADVERTISING RATES

		Regular Rate	Member Rate	Regular Rate	Member Ad
Ad Format	Ad Sizing	B&W Ad	B&W Ad	Colour Ad	Colour Rate
Outside back cover	5.5" w x 8.5" h	N/A	N/A	\$884.00	\$751.40
Inside front/back cover	5.5" w x 8.5" h	N/A	N/A	\$834.00	\$708.90
Tabs (8 only)	5.5" w x 8.5" h	N/A	N/A	\$834.00	\$708.90
Inside full page	4 5/8" w x 8" h	\$475.00	\$403.75	\$786.00	\$668.10
Inside half page	4 5/8" w x 8" h	\$358.00	\$304.30	\$663.00	\$563.55
Inside quarter page	4 5/8" w x 2 1/4" h	\$230.00	\$195.50	N/A	N/A

Member rates have been discounted 15%. (Rates do not include GST.)

Artwork Specifications:

- Electronic layout and pre-press are prepared with Adobe Creative Suite.
- Digital files must be in PDF or TIFF format. PDF files must have fonts embedded, minimum 300 dpi resolution.
- Black and white files in greyscale.
- Ads that are not print ready will be charged production fees.
- If you are unsure about these specifications, please contact Kyla Hardon at 587-200-4043.

Policies:

- We reserve the right to refuse, edit, or cancel advertising.
- Payment terms are net 30 days. Invoice and tear sheets are sent upon publication.
- No cancellations after December 20, 2023.
- Signed contract required prior to processing.

Note: The publisher is not responsible for colour reproduction on supplied advertising

Production Fees:

We can design your ad for you at a rate of \$40/hour, 1hr min. Ads not print ready will be charged production fees.

Placement Request:

Ad placement is not guaranteed with the exception of covers and tabs. No guarantee is given for exact ad placement location.

Ad Space Booking Deadline: Dec 13, 2023 | **Ads Due to Production:** Jan 10, 2024

Please reserve my advertising space in the Membership Directory

Ad Size: ☐ Full Page ☐ Half Page ☐ Quarter Page ☐ Outside Back Cover*
☐ Inside Front Cover ☐ Inside Back Cover* ☐ Tab*
Colour: ☐ B&W ☐ Colour (Covers and tabs are colour only)

**Covers and tabs are subject to first-right-of-refusal from previous advertisers*

Company: _____

Contact: _____

Address: _____

City/Town: _____

Province: _____

Postal Code: _____

Telephone: _____

Fax: _____

Email: _____

Please email this form to lisa.brick@landscape-alberta.com

Inquiries:

SALES AND GENERAL INFORMATION: LISA.BRICK@LANDSCAPE-ALBERTA.COM 587-404-1346
PRODUCTION: KYLA.HARDON@LANDSCAPE-ALBERTA.COM 587-200-4043