Digital Advertising Opportunities

Overview

Landscape Alberta is thrilled to offer brand-new digital advertising opportunities. These packages allow members and partners to market directly to the Landscape Alberta membership and industry related businesses through web ads and retargeting.

Powered by

Brand Awareness
Digital Reach
Targeted Audience

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ACCESS LANDSCAPE ALBERTA'S AUDIENCE

Membership Demographics

350+

Members

Potential Impressions from our network in the horticulture industtry

100,000+

Our Audience Make-up

- Landscape Contractors
- Nursery Producers
- Irrigation Contractors
- Snow Removal Contractors
- Greenhouse Growers and Operators
- Retail Garden Centres
- Arborists
- Landscape Suppliers - Retail Sales
- City and Municipality Contractors
- Maintenance Contractors
- Sod Producers
- Landscape Designers
- Horticulture Consultants
- Landscape Pest Control Contractors
- Horticulture Training Schools
- Lawn Care Providers
- Golf Course Professionals

- Click-through rates are 10x those of standard display ads
- Has been demonstrated to increase business name searches by over 1000%
- 60% of viewers notice and consider purchasing products from retargeting ads
- Retargeted prospects are 43% more likely to convert than those served standard display ads

THE POWER OF **RETARGETING**

Our audience becomes your audience with retargeting.
Get direct access to Landscape Alberta's and GISC's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.

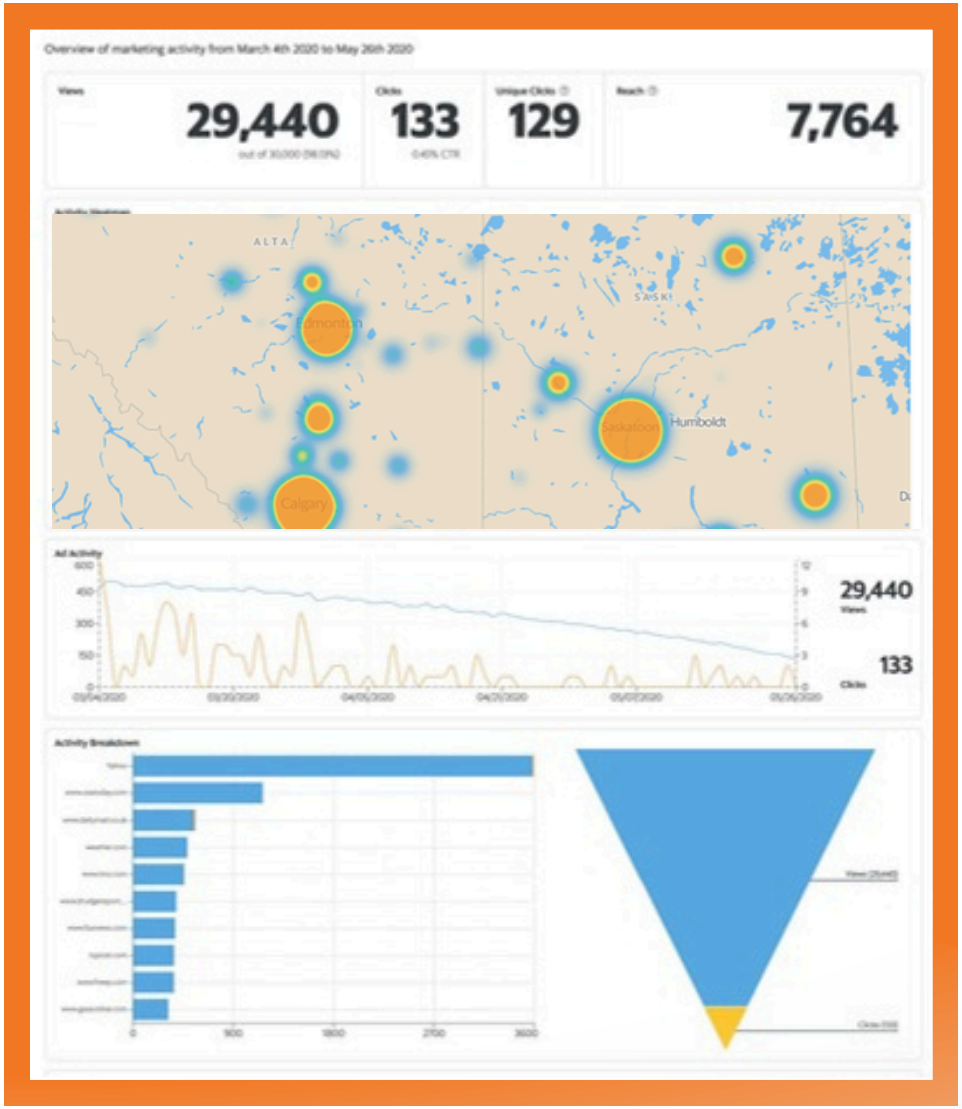




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Access Live Reporting on Your Ad's Performance

Feathr



View the performance of your campaign in real time. Partners will receive a personalized link with analytics from the campaign.

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Packages

CHOOSE YOUR REACH & DURATION:

Package	Price*	Duration	# of Impressions Approximately
Basic	$450	3 Months	20,000
Silver	$1100	3 Months	50,000
Gold	$2000	3 Months	100,000

**Landscape Alberta members receive a 15% discount off of package price at time of booking. Advertising and artwork to be supplied by advertiser. Additional fees apply for design services.*

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Add-ons

Add any of these options onto your package

Opportunity	Price	Specifics
Clippings Newsletter	$150/month	6”w X 1.5” h, jpg, two blasts
Sponsored Blog Post	$300	Content to be supplied
Meta Campaign	Variable	Based on advertiser budget
Website Homepage Banner	$150/month	220 px h X 300 px w
Membee Enhanced Listing*	Coming soon!	Through our member portal

Green for Life Magazine (print): **2027 Advertising Guide**

Advertising and artwork to be supplied by advertiser. Additional fees apply for design services.
**Available to Landscape Alberta members only. Members receive a 15% discount off of package price at time of booking.*

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TO GET STARTED

Contact our Communications Coordinator

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