



The Landscape Contractor

The Premier Publication for
the Landscape Industry in Illinois

2017

Advertising Opportunities

The Landscape Contractor... THE magazine of choice

- ✿ It's what's inside that counts. Readers trust *The Landscape Contractor*. All of our content is self-generated specifically for our market.
- ✿ Issue to issue we hold true to the promise of providing readers a steady selection of specifically targeted, custom-written articles, designed to help them run their businesses more creatively, more effectively, more efficiently.
- ✿ The Illinois Landscape Contractors Association has a long history of innovation. *The Landscape Contractor* is simply a reflection of ILCA and its position in the industry.



Who reads The Landscape Contractor?

The Landscape Contractor magazine readership is association based. Its primary readership is the membership of the Illinois Landscape Contractors Association. But, the magazine is not limited to this primary group, the magazine is also received by the full membership of each of these other important industry groups—

- The Illinois Landscape Contractors Association
- The Illinois Chapter of the American Society of Landscape Architects
- The Illinois Green Industry Association
- The Midwest Ecological Landscape Alliance



Powerful Readership = Powerful Numbers

- ✿ Throughout the year *The Landscape Contractor* magazine will guarantee a minimum of 2,000 copies in the mail for each issue. Additional copies are distributed at trade shows and educational events.
- ✿ That's only the tip of the iceberg. Readership studies indicate that *The Landscape Contractor* magazine has an average pass-along readership of 2.4 additional readers per copy delivered — this means that the effective readership is nearly 7,000!



2017 Editorial Calendar & Advertising Closing Dates

ISSUE	FOCUS	SPACE	MATERIAL
JANUARY	Hardscape Illinois	12/5/16	12/12/16
FEBRUARY	iLandscape Show Guide Issue	12/15/16	1/3/17
MARCH	Water and Site Design Issues <i>Excellence In Landscape Awards Winners</i>	2/7/17	2/15/17
APRIL	Turf Times Ahead	3/4/17	3/11/17
MAY	Containers, Planters and Garden Ornaments	4/3/17	4/10/17
JUNE	Tiny Landscapes	5/7/17	5/14/17
JULY	Summer Field Day Preview issue	6/4/17	6/11/17
AUGUST	Turf Education Day (TED) Preview	7/7/17	7/14/17
SEPTEMBER	Snow Removal & Deicing + More Holiday Decor	8/6/17	8/13/17
FALL 2017-18	ILCA Membership Directory & Buyer's Guide + Green Industry Reference	9/15/17	9/25/17
OCTOBER	Millennials: Winning Their Hearts and Minds	9/3/17	9/10/17
NOVEMBER	Election 2016: What has changed?	10/2/17	10/9/17
DECEMBER	Generational Approaches to Challenges	11/5/17	11/12/17

Two issues
that no advertiser
can afford to miss—

Call Debbie Rauen
for immediate service
(817) 501-2403

debbie.landscapcontractor@yahoo.com



Display Advertising Rates 2017

	1x	3x	6x	12x
Page	\$750	\$650	\$600	\$570
2/3	600	575	500	490
1/2	500	460	400	370
1/3	400	375	315	270
1/6	300	275	215	195
1/8	200	150	140	120

Color

Four-color charge

1 time \$605 per insertion

12 times \$405 per insertion

Classified

All classified advertising must be pre-paid; please include check with order.

\$5.00 per line, (\$50.00 min.)

\$10.00 additional for company name in bold type.

Website ad rates:

\$7/line, (\$70 minimum)

Circulation and Readership

Mailed monthly to 2,500 paid and controlled subscribers throughout the midwest.

The Landscape Contractor delivers the largest

concentration of landscape professionals offered by any publication in the midwest.

Circulation categories include: landscape construction, design/build and maintenance firms; parks and recreation district personnel, landscape architects, growers and other landscape industry professionals.

Covers

Inside covers - \$1,315 per insertion

Back cover - \$1,420 per insertion

Covers must be four-color, 12 issue minimum, noncancelable.

Terms

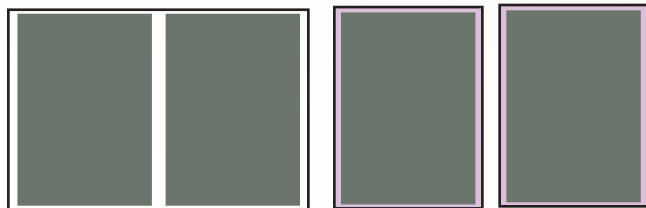
New advertisers must prepay until credit is established. Payment is due upon receipt of invoice. Advertising is accepted upon the condition that advertiser is liable and guarantees payment even if advertising agency fails to pay. Rate adjustments will be made for advertising space cancelled or additional space purchased. Publication reserves right to repeat previous advertisement if new ad is not received by closing date.

Publication reserves right to refuse advertising not in keeping with goals of Association.

Commissions and Discounts

No agency commission or discount allowed.

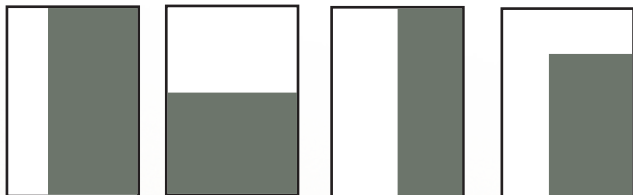
Ad Configurations



2-Page Spread

Full Page Bleed

Full Page



2/3 Page

1/2 Page

1/2 Page Vertical

1/2 Page Island

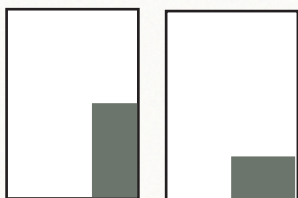


1/3 Page

1/3 Page Horizontal

1/3 Page Vertical

1/6 Page



1/6 Page Vertical

1/8 Page

Ad Sizes

Width x Depth in inches

A Full Page Bleed	8-5/8	x	11-1/8
B Full Page	7-3/8	x	9-7/8
C 2/3 Horizontal	7-3/8	x	6-1/2
D 2/3 Vertical	4-7/8	x	9-7/8
E 1/2 Horizontal	7-3/8	x	4-13/16
F 1/2 Vertical	3-9/16	x	9-7/8
G 1/3 Square	4-7/8	x	4-13/16
H 1/3 Horizontal	7-3/8	x	3-1/8
I 1/3 Vertical	2-5/16	x	9-7/8
J 1/6 Horizontal	4-7/8	x	2-5/16
K 1/6 Vertical	2-5/16	x	4-13/16
L 1/8 Horizontal	3-9/16	x	2-5/16

Mechanical Requirements

Printed web offset. Live copy area is 7-3/8" x 9-7/8". Trim size is 8-3/8" x 10-7/8".

Advertising material may be submitted as:

1. Electronically as aPrint optimized, high resolution PDF. Print ready PDF files are preferred.
2. Other acceptable formats include: Photoshop, Illustrator. EPS, TIFF or high resolution JPEG
Photo images should be 300 dpi at finished size, (cmyk if color).
If uncertain, call for details.

Artwork not accurately sized will be adjusted to properly fit space ordered, with production charge billed to advertiser at prevailing rate.

Publication reserves right to repeat previous advertisement if new ad is not

Contacts

Association Publishing Partners, Inc.

6S252 Cornwall Road
Naperville, IL 60540

Rick Reuland — Publisher/Editor

Phone (630) 637-8632
email— rmgi@comcast.net
(Fax) (630) 637-8629
Cell (630) 926-2256

Debbie Rauen — Advertising Sales

Phone (817) 501-2403
email— debbie.landscapcontractor@yahoo.com

ADVERTISING AGREEMENT

We agree to reserve advertising space as indicated below, subject to the terms, conditions and rates as specified in the **2017** rate card.

ADVERTISER:	
CONTACT:	
ADDRESS:	
CITY, STATE, ZIP:	
SIGNATURE:	
TITLE:	
PHONE, FAX:	
DATE:	

ISSUE	AD SIZE	COLOR	FREQUENCY	AD COST
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
DIRECTORY 2017-18				
OCTOBER				
NOVEMBER				
DECEMBER				



Terms and Conditions: Payment is due upon receipt of invoice. Advertising is accepted upon the condition that the advertiser is liable and guarantees payment even if advertising agency fails to pay. If the account is more than 120 days delinquent, publisher reserves the right to pull the advertisement until account is paid in full. To reinstate good credit, the account must be paid in full and next ad(s) must be prepaid. Delinquent advertisers are responsible for all collection expenses, including attorney fees and other costs. ILCA reserves the right to refuse advertising or to terminate the advertising agreement if advertiser is repeatedly delinquent. In the absence of advertiser instruction the last ad of appropriate size will be run in place to fulfill advertising agreement. I hereby agree to the terms and conditions stated above:

By _____ Title _____ Date _____