

A vibrant garden scene featuring a swing set with a red seat and black frame in the background. The foreground is dominated by a large, flat, light-colored stone slab that appears to be part of a pond or a walkway. The garden is filled with various plants, including pink and red flowering bushes, green grass, and several tall trees with dense foliage. The lighting suggests a sunny day with dappled shadows on the ground.

# The Landscape Contractor<sup>®</sup>

**The Premier Publication for  
the Landscape Industry in Illinois**

**2018**

**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

## 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!



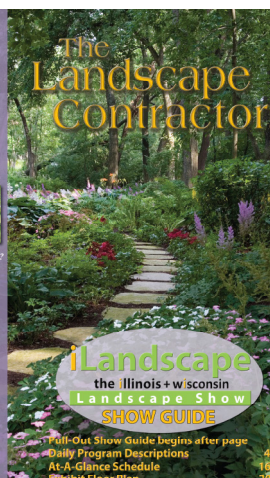
## 2018 Editorial Calendar & Advertising Closing Dates

ISSUE	FOCUS	SPACE	MATERIAL
JANUARY	<b>ILCA Awards and Honors</b>	12/5/17	12/8/17
FEBRUARY	<b>iLandscape Show Guide Issue</b>	12/15/17	12/20/17
MARCH	<i>Excellence In Landscape Awards Winners</i>	2/7/18	2/10/18
APRIL	<b>Labor - Millennials and the Future</b>	3/3/18	3/7/18
MAY	<b>New Introductions</b>	4/3/18	4/7/18
JUNE	<b>Interior Design and Exterior Execution</b>	5/5/18	5/9/18
JULY	<b>Snow Conference Preview/Program</b>	6/2/18	6/6/18
AUGUST	<b>Tracking Latino Careers — Four Stories</b>	7/6/18	7/11/18
SEPTEMBER	<b>TED Program (Turf Education Day)</b>	8/4/18	8/9/18
OCTOBER	<b>Impact Program — Monetizing Sustainability</b>	9/5/18	9/9/18
NOVEMBER	<b>ILCA PAC Funds at Work</b>	10/2/18	10/9/18
DECEMBER	<b>Passing It On — Are you ready for sucession?</b>	11/5/18	11/10/18
FALL 2017-18	<b>ILCA Membership Directory &amp; Buyer's Guide + Green Industry Reference</b>	9/15/18	<b>CALL</b>

Two issues  
that no advertiser  
can afford to miss—

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

[debbie.landscapcontractor@yahoo.com](mailto:debbie.landscapcontractor@yahoo.com)





## Display Advertising Rates 2018

	1x	3x	6x	12x
<b>Page</b>	\$750	\$650	\$600	\$570
<b>2/3</b>	600	575	500	490
<b>1/2</b>	500	460	400	370
<b>1/3</b>	400	375	315	270
<b>1/6</b>	300	275	215	195
<b>1/8</b>	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.

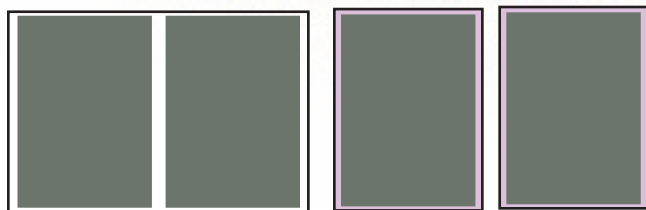
Publication reserves right to refuse advertising not in keeping with goals of Association.

### Commissions and Discounts

No agency commission or discount allowed.



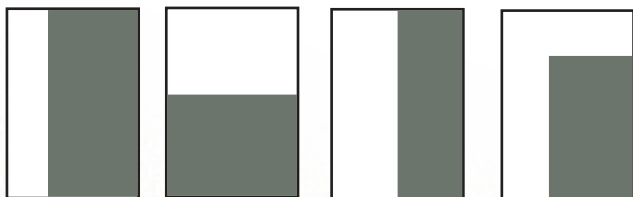
## Ad Configurations



2-Page Spread

Full Page Bleed

Full Page

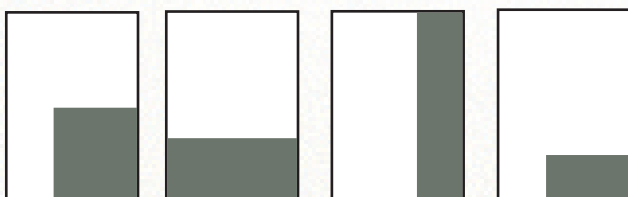


2/3 Page

1/2 Page

1/2 Page Vertical

1/2 Page Island

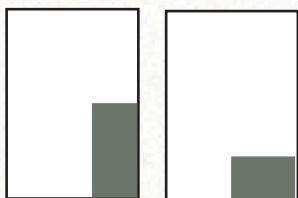


1/3 Page

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  
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(Fax) (630) 637-8629  
Cell (630) 926-2256

**Debbie Rauen** — Advertising Sales  
Phone (817) 501-2403  
email— [debbie.landscapcontractor@yahoo.com](mailto: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 **2018** 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 \_\_\_\_\_