ABOUT NALP

The National Association of Landscape Professionals is the only national trade association for the landscape and lawn care industry, representing the voice of more than 100,000 industry professionals. Member companies specialize in lawn care, landscape design and installation, landscape maintenance, tree care, irrigation and water management, and interior plantscaping. Members also include students, consultants, industry suppliers, state associations and affiliate members.

AUDIENCE PROFILE

NUMBER OF YEARS IN BUSINESS

- 10-19 years: 27%
- 20-29 years: 20%
- More than 30 years: 34%
- 9 years or less: 19%

PURCHASING ROLE

- Decision Maker: 78%
- Influencer: 9%
- Manager/Sales/Admin: 13%

SERVICES OFFERED BY CONTRACTOR MEMBERS

- Lawn Care: 81%
- Hardscaping: 68%
- Dedans/Build: 68%
- Fertilization: 66%
- Snow Removal: 62%
- Pest Management: 61%
- Outdoor Lighting: 61%
- Irrigation: 61%
- Seeding: 61%
- Water Features: 51%
- Snow Removal: 48%
- Organic Program: 45%
- Erosion Control: 44%
- Pest Management: 30%
- Outdoor Lighting: 30%
- Holiday Decorating: 24%
- Hydroseeding: 24%
- Weed Control: 12%
- Green Roof: 12%
- Interior Plantscaping: 7%
- Golf Course: 7%
- Tree/Shrub Care: 69%
- Installation: 71%
- Weed Control: 77%
- Design/Build: 69%
- Fertilization: 68%
- Weed Control: 68%
- Organic Program: 66%
- Golf Course: 61%
- Seeding: 61%
- Water Features: 61%
- Pest Management: 60%
- Outdoor Lighting: 51%
- Hydroseeding: 45%
- Organic Program: 44%
- Erosion Control: 44%
- Pest Management: 30%
- Outdoor Lighting: 30%
- Holiday Decorating: 24%
- Hydroseeding: 24%
- Golf Course: 81%
- Interior Plantscaping: 7%
NALP ONLINE MARKETING OPTIONS

RETARGETING
Retargeting is important for all digital marketers. If someone has previously visited LandscapeProfessionals.org, your ad can be automatically served on the next website(s) page(s) they visit.

CONTENT MARKETING
Content marketing is the strategic marketing approach of creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience — with the objective of driving profitable customer action.

*Content Marketing Institute Definition

NEW Content Marketing options
- Webinar Events
- Live Events
- Custom Content Creation Support

Why use VISUAL COMMUNICATION in your content MARKETING STRATEGY?
DATA MARKETING
Lead Nurturing – We can help you further qualify members and non-members, collecting data points along the way that will help you advance your sales and marketing efforts.

Social Media – Leverage our social media reach to reach members and industry professionals by allowing them to sign up and receive more information with just one click.

Optimized content targeting – We optimize online targeting based on inbound search terms, serving your sponsored content for increased conversions.

SOCIAL MEDIA CAMPAIGNS

Facebook – 23,000 followers
Instagram – 4,374 followers
Twitter – 9,600 followers
Blog Subscribers – 42,051

Sponsored Social Campaigns – We accept, and can help create, sponsored social content on all of our above mentioned platforms. Please call for specific details and pricing.
THE LANDSCAPE PROFESSIONAL MAGAZINE

As the official publication of the National Association of Landscape Professionals, The Landscape Professional provides access to industry decision makers and experts, as well as to key players in the regulatory and legislative arenas.

The Landscape Professional is produced bi-monthly and reaches influential professionals in landscape management, lawn care, design/build, interior and irrigation/water management market segments. Editorial coverage includes industry trends, industry news, business best practices, safety solutions, legal, legislative & regulatory issues and more. Showcase your products and services straight to the desks of some of the most active, decision-making NALP members.

Advertisers can link their ads directly to their websites in the online/digital edition. The Landscape Professional consistently ranks as a top benefit among NALP members.

AVERAGE CIRCULATION

PRINT: 2,250
DIGITAL: 7,700
### 2019 Advertising Rates

#### Premium Four Color

<table>
<thead>
<tr>
<th>Issues</th>
<th>Standard</th>
<th>Member</th>
<th>Standard</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,325</td>
<td>$2,660</td>
<td>$2,535</td>
<td>$2,025</td>
</tr>
<tr>
<td>Inside Front/Back Covers</td>
<td>$3,195</td>
<td>$2,555</td>
<td>$2,445</td>
<td>$1,965</td>
</tr>
<tr>
<td>Page 5 or 7</td>
<td>$2,765</td>
<td>$2,215</td>
<td>$2,265</td>
<td>$1,810</td>
</tr>
</tbody>
</table>

#### Four Color

<table>
<thead>
<tr>
<th>Layout</th>
<th>1-3 Issues</th>
<th>4-6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page Spread</td>
<td>$3,825</td>
<td>$3,060</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,390</td>
<td>$1,965</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$2,265</td>
<td>$1,810</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,860</td>
<td>$1,485</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,785</td>
<td>$1,425</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,615</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$1,515</td>
<td>$1,225</td>
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</table>

#### Two Color

<table>
<thead>
<tr>
<th>Layout</th>
<th>1-3 Issues</th>
<th>4-6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,760</td>
<td>$1,410</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,645</td>
<td>$1,315</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,230</td>
<td>$985</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,110</td>
<td>$885</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$990</td>
<td>$790</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$905</td>
<td>$725</td>
</tr>
</tbody>
</table>

#### Black & White

<table>
<thead>
<tr>
<th>Layout</th>
<th>1-3 Issues</th>
<th>4-6 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,265</td>
<td>$1,010</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$1,140</td>
<td>$915</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$730</td>
<td>$585</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$610</td>
<td>$485</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$485</td>
<td>$390</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$405</td>
<td>$325</td>
</tr>
</tbody>
</table>

### Dimensions

- **Premium Four Color**
  - Back Cover: 8.75” x 11.25” (bleed); 8.5” x 11” (trim)
  - Inside Front/Back Covers: 8.75” x 11.25” (bleed); 8.5” x 11” (trim)
  - Page 5 or 7: 8.5” x 11” (trim)

- **Four Color**
  - Two-page Spread: 4.75” x 4.5”
  - Full Page: 4.75” x 8.75”
  - 2/3 page: 3.5” x 8.75”
  - 1/2 page: 2.25” x 4.875”
  - 1/3 page: 2.25” x 8.75”
  - 1/4 page: 2.25” x 4.5”
  - 1/6 page: 2.25” x 2.375”

- **Two Color**
  - Full Page: 4.75” x 8.75”
  - 2/3 page: 2.25” x 8.75”
  - 1/2 page: 2.25” x 4.875”
  - 1/3 page: 2.25” x 4.5”
  - 1/4 page: 2.25” x 4.5”

- **Black & White**
  - Full Page: 4.75” x 8.75”
  - 2/3 page: 2.25” x 8.75”
  - 1/2 page: 2.25” x 4.875”
  - 1/3 page: 2.25” x 4.5”
  - 1/4 page: 2.25” x 4.5”

### Commissions

The advertising rates noted DO NOT INCLUDE agency commissions. Polybag inserts available for $950. Supplements and inserts available upon request. Please contact NALP for more information. Limited to 3 per issue.

### Ad Submission

PDF is the preferred file format and should be created using high-resolution (400 dpi preferred; 300 dpi is acceptable), press-optimized job options. All fonts must be embedded. Please be sure to include bleed area (if applicable). If using crop marks, please be sure they are offset from the image area. All files must use CMYK color modes. If you have your own FTP or Web space, you can upload your files to your space and notify our production department at artwork@landscapeprofessionals.org when files are ready for download. Ad files may be emailed to artwork@landscapeprofessionals.org. File attachment maximum is 15 MB in size (please compress files with WinZip or StuffIt before submitting).

Note: It is NALP’s policy to automatically pick up your most recent ad unless you provide new instructions and/or artwork by NALP’s materials deadline.
# THE LANDSCAPE PROFESSIONAL
## 2019 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>RESERVATION DEADLINE</th>
<th>MATERIALS DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>Workforce/HR Focus</td>
<td>Nov. 30</td>
<td>DEC. 6</td>
</tr>
<tr>
<td>March/April</td>
<td>Trends Focus</td>
<td>Feb. 8</td>
<td>Feb. 14</td>
</tr>
<tr>
<td>May/June</td>
<td>Technology Focus</td>
<td>Mar. 29</td>
<td>Apr. 4</td>
</tr>
<tr>
<td>July/August</td>
<td>Financial/Business Focus</td>
<td>Jun. 7</td>
<td>Jun. 13</td>
</tr>
<tr>
<td>September/October</td>
<td>LANDSCAPES Preview</td>
<td>Aug. 2</td>
<td>Aug. 8</td>
</tr>
<tr>
<td>November/December</td>
<td>Awards Focus</td>
<td>Sep. 27</td>
<td>Oct. 3</td>
</tr>
</tbody>
</table>

### MAGAZINE SECTIONS
- **NALP PRESIDENT’S COLUMN**
- **NEWS, NOTES, AND QUOTES**
  Association and industry news, event coverage, new program announcements and updates
- **DESIGN CHALLENGE**
  Profiles an Awards of Excellence project story – through the lenses of a design challenge that was solved by the project
- **PROBLEM SOLVED**
  Showcases how a member solved a business problem (way to showcase members and cover topics helpful to members)
- **FOR YOUR BUSINESS**
  Consultant and Partner Articles/Content Sponsor Articles – styles: Tips/Best Practices, Case Studies, Q&A
- **NEW MEMBERS**
  List of new member companies since last issue
- **COLUMNS:**
  - Government Relations
  - Technically Speaking (technical landscape & lawn care advice)
  - Safety Advice
  - HR Advice
  - Legal Advice
- **BEFORE YOU GO**
  List of Events and Education
Finding the right place for your company to connect with your target market is crucial for your sales and marketing strategy. The National Association of Landscape Professionals has built a trusted relationship with lawn and landscape industry professionals and, as such, when those professionals need information to make important business decisions, NALP is their go-to source. Advertising with NALP allows you to leverage that trust and to gain visibility amongst the industry’s leading companies. With this, you can be confident in knowing you are reaching key decision makers in an extremely targeted way.

Customers trust association websites for all things industry related. When you advertise on NALP’s website, you reach the 100,000 industry professionals we represent.

On average, LandscapeProfessionals.org receives:

- 45,561 page visits per month
- 15,395 average sessions per month
- 10,427 average unique visitors per month

*average traffic numbers from January 2018 - June 2018

**SKYSCRAPER**
Vertical format banner on the right side of the page. Availability is limited to 15 rotations per year.
Dimensions: 160p x 300p
Members: $4,165 – 12 months
Nonmembers: $4,995 – 12 months

**LOWER LEADERBOARD**
Horizontal format leaderboard towards the footer of the page. Availability is limited to 10 rotations per year.
Dimensions: 728p x 90p
Members: $3,510 – 12 months
Nonmembers: $4,210 – 12 months
LANDSCAPE INDUSTRY ESSENTIALS E-NEWSLETTER

The Landscape Industry Essentials e-newsletter presents a unique advertising opportunity for suppliers looking to get their message in front of specific top-tier industry professionals. The advertising positions within the newsletter never compete with the news elements and are smartly incorporated into its overall look and feel. Each issue has a limited number of ad spaces, allowing the ads maximum exposure. Subscribers are decision-makers with purchasing power – the decisions they make impact your bottom line.

AD SPECS & PRICING
Prices are for participation in 13 emails to 16,000+ landscaping and lawn care professionals (one 90-day cycle.)
File format: .GIF .JPG        | File size: 40k

Lower leaderboard
The lower leaderboard gives your company a prominent position right under the association’s masthead.
Ad dimensions: 580x70
Member: $4,000     Nonmember: $4,800

Top banner
Banner ads allow your company to combine text, colors and graphics into a unique sales message.
Ad dimensions: 468x60
Member: $3,600     Nonmember: $4,300

Box ad
This large-format position provides your company with good exposure in the body of the newsletter, bringing quality traffic to your website.
Ad dimensions: 300x250
Member: $2,500     Nonmember: $3,000

Product showcase
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your website.
Ad dimensions: 175x125
Member: $3,500     Nonmember: $4,200

Callout text
Integrated into the feel of the newsletter, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.
Ad dimensions: 125x100
Member: $2,000     Nonmember: $2,400