



## **NALP Advertisement Guidelines**

The National Association of Landscape Professionals produces and shares high-quality relevant content with contractors and other stakeholders in the landscape industry. The following advertising rules help ensure that we maintain the highest quality publications. NALP's advertising guidelines apply to paid ads of any type that are run on any of our platforms – print or digital.

### **Digital Ads**

Ads must be submitted by the deadlines outlined in the [NALP media kit](#). If you miss the ad deadline, your most recent ad (if applicable) will be run instead.

Only one advertisement per brand is allowed in each issue of a particular NALP digital publication (unless otherwise stipulated).

It is best practice to change your ad creative periodically if you have purchased an ad spot for consecutive weeks.

### **Rules for Advertising Images**

1. Advertising images ads must be professional in nature and cannot feature controversial or inflammatory visuals.
2. Images must relate to the content of the ad or story.
3. Memes will not be accepted.
4. Ensure you have the right to use all images, including headshots of landscape professionals and they have approved the usage of their likeness with an advertisement.
5. Follow the image size specification listed in the [NALP media kit](#) for the photo files. Images that are submitted in sizes other than those specified for a particular type of ad will be rejected.
6. NALP reserves the right to request a replacement image at any time if it conflicts with NALP's mission.

### **Rules for Advertising Content**

1. Avoid using click bait phrasing or misleading text when promoting your product.
2. Mention of competing brands, profanity, or derogatory remarks against any people group or brand are not tolerated.
3. Links in the text must go to reputable websites.
4. Links that lead to unsafe websites will not be accepted.

5. Refer to the [NALP media kit](#) for length of text allowed with ads. Text that is longer than allowed, will be rejected, or edited.
6. NALP reserves the right to refuse to publish any ad text or other content for any reason, regardless of whether similar material was previously accepted in the past.

### **Print Ads**

It is NALP's policy to run your most recent ad unless you provide new instructions and/or artwork by NALP's materials deadline.

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. If you are supplying a full-page, full bleed, print ad, please keep all important content within 1/2 inch of the trim size. Supply ad with 1/8 of an inch of bleed.

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](mailto:artwork@landscapeprofessionals.org) when files are ready for download. Ad files may be emailed to [shane@landscapeprofessionals.org](mailto:shane@landscapeprofessionals.org). File attachment maximum is 15 MB in size (please compress files with WinZip or StuffIt before submitting).

### **General Notice**

Publisher reserves the right to revise, reclassify, edit or reject any ad material or any portion thereof at any time if it conflicts with NALP's mission. Publisher at all times reserves the right to refuse to publish any ad text or other content for any reason and regardless of whether any such ad material was previously accepted by publisher.