ABOUT NALP

The National Association of Landscape Professionals is the national trade association representing 100,000 lawn care and landscape industry professionals in the U.S., Canada and overseas. 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. We are committed to helping our members achieve success through education and training and increasing professionalism through certification and accreditation.

Help your business or organization be seen by landscape industry and lawn care decision makers. Advertise in NALP’s family of publications.
- Trusted professional magazine distributed to members 6 times a year
- Weekly e-newsletter
- Network of websites with highly targeted professional, consumer, student, and career seeking audiences.

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%
- Manager/Sales/Admin: 13%
- Influencer: 9%

SERVICES OFFERED BY CONTRACTOR MEMBERS

- Lawn Care: 79%
- Installation: 77%
- Tree/Shrub Care: 71%
- Weed Control: 71%
- Fertilization: 68%
- Design/Build: 68%
- Lawn Renovation: 66%
- Pest Management: 62%
- Organic Program: 61%
- Outdoor Lighting: 51%
- Seeding: 48%
- Snow Removal: 45%
- Water Features: 44%
- Erosion Control: 39%
- Maintenance: 30%
- Green Roof: 12%
- Holiday Decorating: 24%
- Hydroseeding: 24%
- 7% Interior Plantscaping
- 5% Golf Course
- 7% Maintenance
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 lawn and landscape industry with an average circulation of 2,300 print/8,100 digital version.

The Landscape Professional Mission Statement: Lawn and landscape news, business insight, advice and strategy from NALP and its members.

JANUARY/FEBRUARY
THEME: Plan Your Year - Professional Development Opportunities, a look at the political landscape, business outlook for the year, best business practices.
STORIES:  • Lawn care feature  • Trying out new plant material
DATES:  Ad space closes: Nov. 12, 2020  |  Ads due: Nov. 20, 2020

MARCH/APRIL
THEME: The Face of the Industry: Women in the Landscape Industry, the Latino Landscape Network, recruiting and retention strategies, promoting professionalism in the industry
STORIES:  • National Lawn Care Month  • Making the most of your marketing

MAY/JUNE
THEME: Thinking outside of the box: Creating unique hardscapes for customers
STORIES:  • National Safety Month  • Lawn care feature
DATES:  Ad space closes: March 26, 2021  |  Ads due: March 30, 2021

JULY/AUGUST
Theme: Use of Technology in Landscape and Lawn Care Business from software to HR tools to fleet management and design
STORIES:  • CRM options  • LANDSCAPES preview  • Smart Irrigation Month  • Lawn care feature
DATES:  Ad space closes: May 28, 2021  |  Ads due: June 1, 2021

SEPTEMBER/OCTOBER
THEME: The LANDSCAPES Issue and Leveling Up your business
STORIES:  • Pros and cons of snow removal  • Digital facelift  • Managing equipment assets  • Lawn care feature
DATES:  Ad space closes: July 30, 2021  |  Ads due: Aug. 3, 2021

NOVEMBER/DECEMBER
THEME: Level Up: Improving processes, getting a better business plan, maintaining quality, financial planning.
STORIES:  • Inside tree care operations  • Awards of Excellence  • Open bookkeeping companies  • Lawn care feature  • Maintaining quality and culture across branches  • Improving your sales closing rate
DATES:  Ad space closes Sept. 17, 2021  |  Ads due Sept. 21, 2021

IN EVERY ISSUE:
CEO Column – A letter from NALP's CEO with updates about what is going on with the association and industry.
Member Profiles – Features on various members and their experiences in the industry.
Safety Stories – Advice on relevant safety topics from experts.
Recognition of New Members and Newly Certified – A list of those who have recently joined NALP or become certified.
Legislative Update – Government/legislative update from NALP’s VP of Government Relations Andrew Bray.
ADVERTISING RATES & INFO

2021 ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>1-3 issues Standard</th>
<th>1-3 issues Member</th>
<th>4-6 issues Standard</th>
<th>4-6 issues Member</th>
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<tr>
<td><strong>PREMIUM FIVE COLOR</strong></td>
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<tr>
<td>Back Cover</td>
<td>$3,355</td>
<td>$2,795</td>
<td>$2,660</td>
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<td>$3,365</td>
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<td>Page 5 or 7</td>
<td>$2,905</td>
<td>$2,325</td>
<td>$2,375</td>
<td>$1,900</td>
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</table>

| **FOUR COLOR**      |                     |                  |                     |                  |
| Two-page Spread     | $4,015              | $3,200           | $3,570              | $2,850           |
| Full Page           | $2,500              | $2,060           | $2,230              | $1,780           |
| 2/3 page            | $2,375              | $1,900           | $2,120              | $1,695           |
| 1/2 page            | $1,953              | $1,560           | $1,750              | $1,407           |
| 1/3 page            | $1,875              | $1,495           | $1,650              | $1,325           |
| 1/4 page            | $1,695              | $1,355           | $1,520              | $1,210           |
| 1/6 page            | $1,590              | $1,285           | $1,470              | $1,175           |

| **TWO COLOR**       |                     |                  |                     |                  |
| Full Page           | $1,850              | $1,480           | $1,575              | $1,260           |
| 2/3 page            | $1,725              | $1,380           | $1,465              | $1,170           |
| 1/2 page            | $1,290              | $1,035           | $1,102              | $880             |
| 1/3 page            | $1,165              | $930             | $990                | $795             |
| 1/4 page            | $1,040              | $830             | $885                | $705             |
| 1/6 page            | $950                | $760             | $820                | $650             |

| **BLACK & WHITE**   |                     |                  |                     |                  |
| Full Page           | $1,325              | $1,060           | $1,050              | $840             |
| 2/3 page            | $1,195              | $960             | $945                | $750             |
| 1/2 page            | $765                | $615             | $575                | $465             |
| 1/3 page            | $640                | $510             | $470                | $370             |
| 1/4 page            | $510                | $410             | $360                | $285             |
| 1/6 page            | $425                | $340             | $285                | $235             |

**DIMENSIONS**

| Full Page (Bleed)   | 8.75” x 11.25” (bleed); 8.5” x 11” (trim) |
| 2/3 Page Vertical   | 4.75” x 8.75”         |
| 1/2 Page Vertical   | 3.5” x 8.75”         |
| 1/2 Page Standard   | 4.875” x 7.5”         |
| 1/2 Page Horizontal | 7.5” x 4.875”         |

**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. 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.
NALP offers a variety of online marketing opportunities, in addition to standard banner advertising units that run throughout our network of websites, reaching over 70,000 visitors per month, and our weekly newsletter with more than 30,000 subscribers.

**Average Monthly Unique Users**

70,000+

- landscapeprofessionals.org: 19,600
- loveyourlandscape.org: 25,968
- landscapeindustrycareers.org: 16,517

**Website Monthly Pageviews**

180,000+

- landscapeprofessionals.org: 91,460
- loveyourlandscape.org: 47,114
- landscapeindustrycareers.org: 40,000
Weekly Newsletter
Subscribers 30,000

Social Media Audience 150,000+

Magazine Readers (print and digital editions) 9,000+

Event Sponsorship Opportunities 15+

WEBSITE

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<tr>
<th>Placement</th>
<th>Ad Unit</th>
<th>Specs</th>
<th>Price (12 months)</th>
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<td></td>
<td>Leaderboard   728x90</td>
<td>Members: $3,675 Nonmembers: $4,400</td>
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ESSENTIALS WEEKLY E-NEWSLETTER

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<th>Price (Per Quarter - approx. 12 issues)</th>
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<tr>
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<td>5 word headline and 50 word description</td>
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<td>Banner       468x60</td>
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<td>Member: $3,750 Nonmember: $4,500</td>
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<tr>
<td></td>
<td>Product showcase 175x125</td>
<td>5 word headline and 50 word description</td>
<td>Member: $3,675 Nonmember: $4,400</td>
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<td>Medium Rectangle 300x250</td>
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<td></td>
<td>Member: $2,625 Nonmember: $3,150</td>
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<tr>
<td></td>
<td>Callout text  125x100</td>
<td>5 word headline and 25 word description</td>
<td>Member: $2,100 Nonmember: $2,500</td>
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<tr>
<td></td>
<td>Sponsored Content Story</td>
<td></td>
<td></td>
<td>Member $950 Nonmember $1,400</td>
</tr>
</tbody>
</table>

Weekly on our blog
We highlight the following stories: a member profile, a day in the life of a landscape professional, business and labor challenge issues and solutions, as well as monthly landscape makeovers, events and seasonal topics coverage.
WHY RETARGETING?
Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you’re trying to reach. Retargeting uses cookies to track visitors on the LandscapeProfessionals.org website and shows them your ads when they travel to other websites. In partnership with the Feathr platform, we can retarget 60,000+ landscape industry professionals that are currently available for NALP retargeting — and your ads can appear in up to 90%-95% of the web universe through our retargeting.

QUANTIFIABLE ROI
You’ll have real-time access to detailed analytics & reporting allowing you to see your ad campaign results, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

Packages: (Estimated time to reach impression goal)
- 1 month 35,000 Impressions $2,495
- 2-3 months 70,000 Impressions $4,495
- 3-4 months 100,000 Impressions $5,995
- 5-6 months 200,000 Impressions $9,995

Ad Sizes and Specs:
- 728x90 (horizontal box)
- 160x600 (vertical box)
- 300x250 (square box)
- 180 x 150

IAB Rising Stars: The following creative sizes are gaining popularity across the web, and as they’re less frequently available, they make an impression when they’re seen. The sizes are (in pixels, width x height):
- 320 x 50
- 300 x 1050
- 300 x 600
- 970 x 250
- 320 x 100

Formats: .jpeg or .gif files – static only

CONSUMER RETARGETING
Interested in retargeting consumers on LoveYourLandscape.org, or career seekers or industry professionals on LandscapeIndustryCareers.org? Contact us for more information and pricing.
PARTNER BRANDED CONTENT

Our Partner Branded Content, crafted by experienced NALP writers and designers in collaboration with your team, tells a story about how your company helps landscape, lawn care, irrigation, and tree care professionals do their jobs better, more safely, and with increased profitability. Your featured case studies will give readers insights into how others are achieving success.

“THE INNOVATORS” SERIES

Showcase your company as an industry leader and innovator. Only six opportunities are available per year – one per issue of The Landscape Professional Magazine. The campaign features equipment, technology, or materials suppliers highlighting their corporate innovation through their product development or business strategy. Campaigns include a 2-page magazine spread with a ½ page ad and feature story showcasing how your company innovates; a podcast interview with NALP CEO Britt Wood on the Big Green Podcast; and an article posting on our blog (promoted in the Essentials e-newsletter) with promotion through our social media platforms including a promoted Facebook post. The digital campaign promotion includes company logo.

$6,000 members, $7,500 non-members.

“LEVEL UP” SERIES

Highlight the way your company helps industry pros up their game through the use of your products or services. Each Level Up feature will showcase the way that one industry professional or company used your product to find greater success.

The Landscape Professional Magazine

- Two-page spread: 1 page ad & 1 page case study written by NALP writers in collaboration with your team (print and digital versions – audience – 8,000 NALP members)

$4,600 members, $5,600 non-members

Digital Campaign Only

- Essentials e-newsletter/blog story with custom creative featuring your logo and photos (audience – 25,000 NALP members and subscribers)
- Promoted as “partner content” on our social media platforms including a Facebook promoted post

$1,500 members, $2,000 non-members
CUSTOM PACKAGES
Contact us to design custom partner content programs, developed and executive by the NALP creative team, to reach your target contractor audience. Creative content opportunities include custom e-newsletters, videos, podcasts, custom web platforms, print, digital and social media.

REACH OUR CONSUMER AND CAREER SEEKER AUDIENCES WITH PARTNER CONTENT
LandscapeIndustryCareers.org/Why I Landscape – With more than 1 million page views annually and 230,000 users, the Landscape Industry Careers website and its Why I Landscape social media platform reaches job seekers and the next generation of the landscape industry. New partner content opportunities offers companies the ability to share stories that showcase the way their brands are integral to the industry. Packages include partner content stories that are featured on the homepage, with traffic being driven by promoted posts on the Why I Landscape social media platforms. $3,500 per story campaign

LoveYourLandscape.org – With more than 300,000 users and 500,000 pageviews a year, LoveYourLandscape.org and its social media platforms attract consumers with a strong interest in landscape and lawn care improvements. New branded content opportunities offer partners the ability to share stories that showcase their brands and help consumers take their landscapes to the next level. Packages include branded content stories that are featured on the homepage, with traffic being driven by promoted posts on social media. $3,500 per story campaign

CUSTOM CONTENT DEVELOPMENT
Contact us to discuss opportunities to develop custom branded content including articles, newsletters, videos, podcasts, custom web platforms, print, digital or social media posts on our consumer platforms.
CONTACT

SALES

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