ABOUT NALP

The National Association of Landscape Professionals is a 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 professionals. 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 audiences
- Blog and social media content

AUDIENCE PROFILE

NUMBER OF YEARS IN BUSINESS

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

PURCHASING ROLE

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

SERVICES OFFERED BY CONTRACTOR MEMBERS

- Maintenance: 81%
- Lawn Care: 79%
- Installation: 77%
- Weed Control: 71%
- Tree/Shrub Care: 69%
- Fertilization: 68%
- Design/Build: 68%
- Pest Management: 66%
- Outdoor Lighting: 61%
- Seeding: 61%
- Irrigation: 62%
- Hardscaping: 61%
- Lawn Renovation: 66%
- Organic Program: 44%
- Snow Removal: 45%
- Water Features: 48%
- Pest Management: 51%
- Erosion Control: 39%
- Landscape Design/Build: 12%
- Green Roof: 12%
- Hydroseeding: 12%
- Holiday Decorating: 24%
- Holiday Decorating: 24%
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 2,441.

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

JANUARY/FEBRUARY
FEATURE: Outlook 2020: NALP research and lawn and landscape leaders predict the market in 2020 and beyond, looking at trends, risks and initiatives for the new year and providing strategies to help professionals reach their goals.
THEMES: • Workforce Development
• Mentors/Trailblazers: What the greatest mentors teach.
DATES: Ad space closes: Nov. 29, 2019 | Ads due: Dec. 6, 2019

MARCH/APRIL
FEATURE: The Workforce of Tomorrow: A look at the state of lawn and landscape careers and recruitment/retention strategies.
THEMES: • National Lawn Care Month
• Workforce Development
• Young Entrepreneur of the Year
• Advocacy

MAY/JUNE
FEATURE: Smart Marketing Strategies & Campaigns: The latest marketing initiatives lawn and landscape professionals are using to intrigue new clients and generate revenue.
THEMES: • National Safety Month
• NCLC: Meet the next generation of industry leaders.
• Outstanding Educator of the Year
• Workforce Summit
• Advocacy: Legislative Days Prep
DATES: Ad space closes: Mar. 27, 2020 | Ads due: Apr. 3, 2020

JULY/AUGUST
FEATURE: Tech Guide: The newest technology trends and what contractors need to know about future solutions to tech challenges.
THEMES: • Advocacy
• Women Entrepreneurs
Leading the Way
• LANDSCAPES preview
• Leadership Academy preview
DATES: Ad space closes: June 5, 2020 | Ads due: June 12, 2020

SEPTEMBER/OCTOBER
THEMES: • LANDSCAPES
• Family Businesses:
Working better together
• How to network effectively
• Advocacy update: Year in review
DATES: Ad space closes: July 31, 2020 | Ads due: Aug. 7, 2020

NOVEMBER/DECEMBER
FEATURE: The trends, topics and ideas that will dominate 2021. PLUS: The industry’s most admired companies.
THEMES: • Certification/accreditation
• Awards of Excellence
• Safety Awards
• Leadership Academy
• Leaders Forum preview

IN EVERY ISSUE:
I am a Landscape Professional — NALP member Q&A that closes each issue with lifestyle questions (why they love the outdoors, hobbies, downtime activities, how they handle business stress, what motivates them, why they chose to be landscape professionals, etc.)
How We Do It — How an NALP member gets a business task accomplished that’s made his or her company better. Examples: managing morning rush, organizing trucks and trailers, scheduling tighter routes for efficiency, etc.
My NALP Experience — NALP event experiences and member interaction.
The Work We Do — Award-winning projects from NALP members.
Legislative Update — Government/legislative update from NALP’s VP of Government Relations Andrew Bray.
NALP Members Speak Out — NALP members answer the question of the month.

AVERAGE CIRCULATION
PRINT: 2,441
DIGITAL: 7,700
## ADVERTISING RATES & INFO

### 2019 ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>1-3 issues</th>
<th>4-6 issues</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Standard</td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>Standard</td>
<td>Member</td>
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<tr>
<td><strong>PREMIUM FOUR COLOR</strong></td>
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<tr>
<td>Back Cover</td>
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<td>$2,795</td>
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<tr>
<td>Two-page Spread</td>
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<tr>
<td>Full Page</td>
<td>$2,500</td>
<td>$2,060</td>
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<tr>
<td>2/3 page</td>
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<td>1/2 page</td>
<td>$1,953</td>
<td>$1,560</td>
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<td>$1,875</td>
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<td>$1,695</td>
<td>$1,355</td>
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<td>$1,285</td>
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<tr>
<td><strong>TWO COLOR</strong></td>
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<tr>
<td>Full Page</td>
<td>$1,850</td>
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<tr>
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<td>$1,725</td>
<td>$1,380</td>
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<tr>
<td>1/3 page</td>
<td>$1,165</td>
<td>$930</td>
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<tr>
<td>1/4 page</td>
<td>$1,040</td>
<td>$830</td>
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<tr>
<td>1/6 page</td>
<td>$950</td>
<td>$760</td>
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<td><strong>BLACK &amp; WHITE</strong></td>
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<td>$410</td>
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<tr>
<td>1/6 page</td>
<td>$425</td>
<td>$340</td>
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</table>

### DIMENSIONS

- **Full Page (Bleed)**: 8.75” x 11.25”
- **2/3 Page Vertical**: 4.75” x 8.75”
- **1/2 Page Vertical**: 3.5” x 8.75”
- **1/2 Page Standard**: 4.75” x 6.5”
- **1/2 Page Horizontal**: 4.75” x 6.5”
- **1/3 Page Vertical**: 4.75” x 4.5”
- **1/4 Page Vertical**: 3.5” x 4.5”
- **1/6 Page Vertical**: 2.25” x 4.875”
- **1/6 Page Horizontal**: 4.75” x 2.375”

### 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 to suppliers with more than 17,000 subscribers. Our social media sites reach more than 75,000 followers. From custom content creation to sponsored social messaging, NALP helps brands achieve their goals by reaching our niche audiences of more than 100,000 landscape professionals and business owners, consumers interested in the industry and those interested in landscape careers. Please see below for online ad placements options or contact us for details and pricing on custom opportunities.

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.

https://www.landscapeprofessionals.org

https://www.loveyourlandscape.org

https://www.landscapeindustrycareers.org (currently no advertising)

https://blog.landscapeprofessionals.org
OUR MEDIA REACH
Average Monthly Unique Users – 70,000+
Pageviews – 180,000+
Weekly Newsletter Subscribers – 17,000+
Social Media Audience – 75,000+
Magazine Readers (print and digital editions) – 10,000+
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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<tbody>
<tr>
<td>Run of Network</td>
<td>Skyscraper</td>
<td>300x250</td>
<td>Members: $4,375  Nonmembers: $5,250</td>
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<tr>
<td></td>
<td>Lower Leaderboard</td>
<td>728x90</td>
<td>Members: $3,675  Nonmembers: $4,400</td>
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</table>

ESSENTIALS WEEKLY NEWSLETTER

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<th>Placement</th>
<th>Ad Unit</th>
<th>Specs</th>
<th>In addition</th>
<th>Price (Per Quarter)</th>
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<tbody>
<tr>
<td>All subscribers</td>
<td>Lower Leaderboard</td>
<td>580x70</td>
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<tr>
<td></td>
<td>Top Banner</td>
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<td>Member: $3,750  Nonmember: $4,500</td>
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<tr>
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<td>Medium Rectangle</td>
<td>300x250</td>
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<td>Member: $2,625  Nonmember: $3,150</td>
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<tr>
<td></td>
<td>Product showcase</td>
<td>175x125</td>
<td>5 word headline and 50 word description</td>
<td>Member: $3,675  Nonmember: $4,400</td>
</tr>
<tr>
<td></td>
<td>Callout text</td>
<td>125x100</td>
<td>5 word headline and 25 word description</td>
<td>Member: $2,100  Nonmember: $2,500</td>
</tr>
</tbody>
</table>
CONTACT

SALES

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