

2025 MEDIA KIT

Updated October 2024

NATIONAL ASSOCIATION OF **LANDSCAPE PROFESSIONALS**



ABOUT NALP

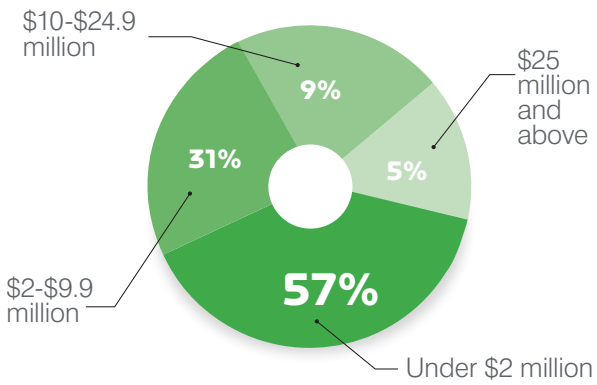
The National Association of Landscape Professionals is the national trade association representing 100,000 lawn care and landscape industry professionals in the U.S., Canada and overseas. Member companies specialize in lawn care, landscape design and installation, landscape maintenance, tree care, irrigation 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.

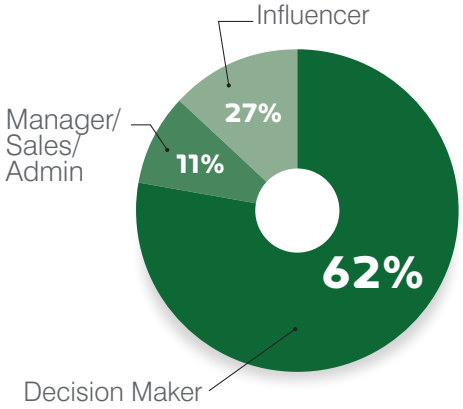
- Trusted professional magazine distributed to members 6 times a year
- NALP website targeting professional, consumer, student, and career-seeking audiences
- Various topic-specific e-newsletter
- Blog and social media content

AUDIENCE PROFILE

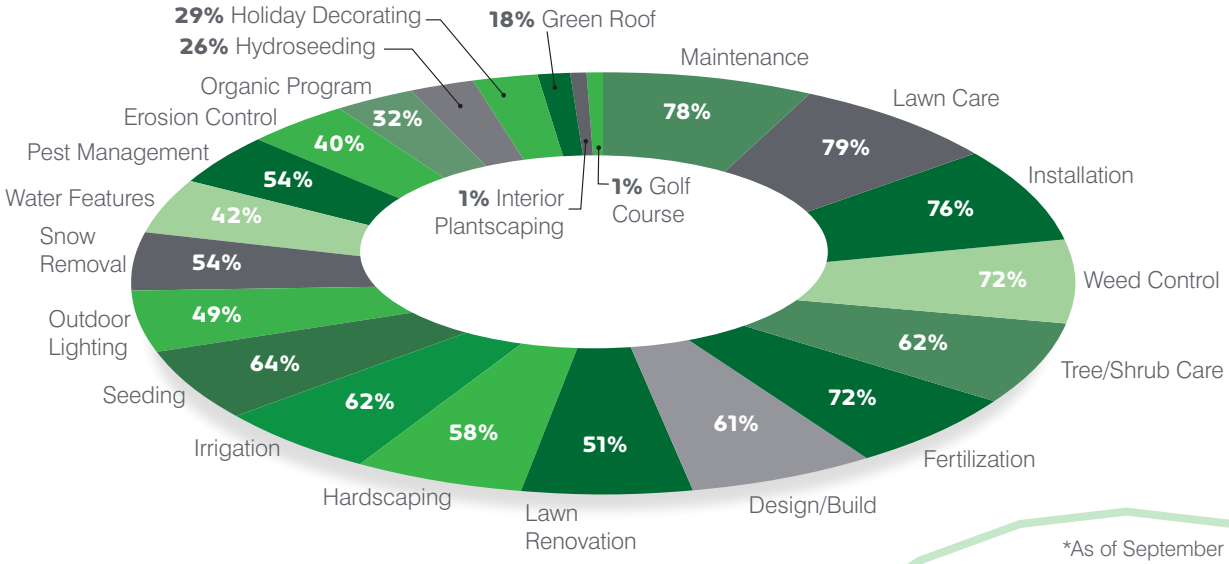
REVENUE SIZE



PURCHASING ROLE



SERVICES OFFERED BY CONTRACTOR MEMBERS*



*As of September 2023



THE EDGE MAGAZINE

As the official publication of the National Association of Landscape Professionals, *The Edge* 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 2,900 print/4,500 digital version.

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



AVERAGE CIRCULATION

PRINT: 2,900

DIGITAL: 4,500

JANUARY/FEBRUARY

THEME:
Road Map for the Next Four Years

STORIES:
- Protecting Your Business: Managing Your Debt
- Boosting Your Business: Mastering Sales Objections
- Building Your Team: Upskilling Your Workforce

DATES:
Ad space closes: Nov. 8, 2024 | Ads due: Nov. 15 2024

MARCH/APRIL

THEME:
Recruiting/Retention

STORIES:
- Protecting Your Business: Keeping Your Best Workers Engaged During the Off-Season
- Boosting Your Business: Open-Book Management
- Building Your Team: The Power of Cross-Training
- Peer Perspectives: Unique Benefits to Offer Your Team

DATES:
Ad space closes: Jan. 20, 2025 | Ads due: Jan. 27, 2025

MAY/JUNE

THEME:
Clients: Partners in Success

STORIES:
- Protecting Your Business: Contracts, Not Handshakes
- Boosting Your Business: Connecting Emotionally with Clients through Design Narratives
- Building Your Team: Developing Customer Communication Skills for Employees

DATES:
Ad space closes: March 20, 2025 | Ads due: March 27, 2025

JULY/AUGUST

THEME:
Technology

STORIES:
- Protecting Your Business: Safety-Boosting Technology
- Boosting Your Business: Maximize Your CRM
- Building Your Team: Digital Recruiting Strategies
- Peer Perspectives: Processes for Rolling Out Technology

DATES:
Ad space closes: May 19, 2025 | Ads due: May 26, 2025

SEPTEMBER/OCTOBER

THEME:
ELEVATE Preview

STORIES:
- Protecting Your Business: Who's Next in Line? Establishing Chain of Command
- Boosting Your Business: Selling Subscription-Based Services
- Building Your Team: Committing to a Cause

DATES:
Ad space closes: July 17, 2025 | Ads due: July 24, 2025

NOVEMBER/DECEMBER

THEME:
Prepping for a Fresh Start

STORIES:
- Protecting Your Business: Disaster Prepardness
- Boosting Your Business: Marketing Refresh
- Building Your Team: Conducing Performance Reviews
- Peer Perspectives: Honing Your Service Offerings

DATES:
Ad space closes: Sept. 12, 2025 | Ads due: Sept. 19, 2025

PRINT ADVERTISING RATES & INFO



2025 ADVERTISING RATES

	1-3 issues		4-6 issues	
	Standard	Member	Standard	Member
PREMIUM FOUR COLOR				
Back Cover	$3,940	$3,240	$3,085	$2,465
Inside Front/ Back Covers	$3,900	$3,100	$2,975	$2,400
Page 5 or 7	$3,360	$2,700	$2,750	$2,200
FOUR COLOR				
Two-page Spread	$4,650	$3,700	$4,135	$3,300
Full Page	$2,895	$2,385	$2,585	$2,065
2/3 page	$2,750	$2,200	$2,350	$1,965
1/2 page	$2,240	$1,810	$2,030	$1,630

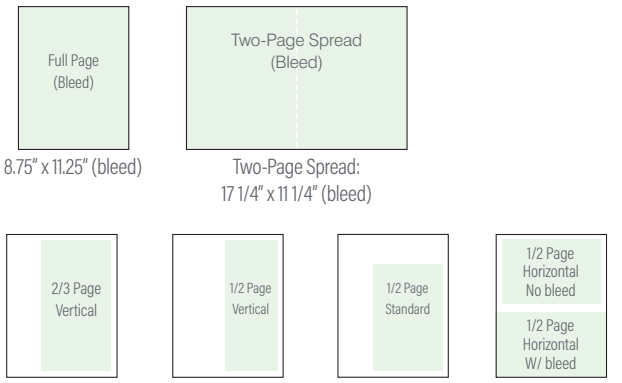
POLYBAG INSERT (NALP Members only)

$1,200

SPECIAL SERIES OPPORTUNITIES

	Member	Non-Member
Innovators Series	$6,600	$8,275
How I Do It	$5,075	$6,175

DIMENSIONS



8.75" x 11.25" (bleed)

Two-Page Spread: 17 1/4" x 11 1/4" (bleed)

2/3 Page Vertical: 4.75" x 9.625"

1/2 Page Vertical: 3.85" x 9.625"

1/2 Page Standard: 4.875" x 7.5"

1/2 Page Horizontal No Bleed: 7.5" x 4.875"
W/ Bleed 8.625" x 5.625"

COMMISSIONS

The advertising rates noted DO NOT INCLUDE agency commissions.

POLYBAG INSERTS

Polybag inserts available for $1,200 for members. 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 of .125 inches all around (if applicable). If using crop marks, please be sure they are offset from the image area. All files must use CMYK color modes. File attachment maximum is 15 MB in size.

Note: 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.

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 Edge 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 and an article posting on our blog (promoted in the *The Edge Weekly* e-newsletter) with promotion through our social media platforms including a promoted Facebook post. The digital campaign promotion includes company logo.
$6,600 members, $8,275 non-members.

"HOW I DO IT" SERIES



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

The Edge Magazine

- Side-by-side 1 page ad & 1 page case study written by NALP writers in collaboration with your team (print and digital versions – audience – 7,400 NALP members)

$5,075 members, $6,175 non-members



DIGITAL ADVERTISING RATES AND INFO

The Edge Digital

Our online platform shares news, trends, and solutions for landscape and lawn care contractors.

WEBSITE

Placement	Ad Unit	Specs	Price (12 mon.)	(3 mon.)
Run of Network	Medium Rectangle	300x250	Includes both Ad Units Members: $5,280 Nonmembers: $6,500	Members: $1,500 Nonmembers: $2,000
	Leaderboard	728x90		

NEWSLETTER SPEC SIZES

Placement	Ad Unit	Specs	In addition	Pricing (12 mon.)	(3 mon.)
All subscribers	Leaderboard	580x70		Members: $19,460	$4,865
	Product showcase	1200x1200	5 word headline and 50 word description	Members: $17,000	$4,250
	Medium Rectangle	300x250		Members: $12,000	$3,000

THE EDGE WEEKLY E-NEWSLETTER

The Edge Weekly is our signature e-newsletter with content that covers the latest trends and strategies for landscape and lawn businesses. Includes features stories about people at the heart of the industry. Advertising opportunities are limited and sell out very quickly each year. (Reach 7,500 engaged users; average open rate per issue is 26%)

Pricing (quarterly - approx. 12 issues):

- Medium Rectangle: $3,000 Member, $3,650 Non-Member
- Product Showcase: $4,250 Member, $5,100 Non-Member
- Leaderboard: $4,865 Member only

Pricing (yearly):

- Medium Rectangle: $12,000 Member
- Product Showcase:$17,000 Member
- Leaderboard: $19,460 Member

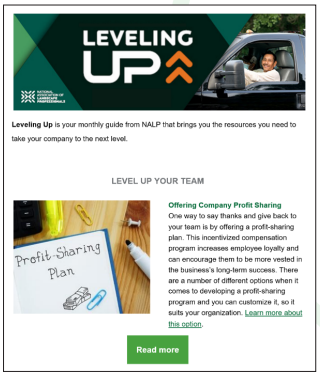


LEVELING UP

Leveling Up is our monthly professional development e-newsletter with content that provides strategies for employee development, training, business strategy and more. (Reach 4,500 engaged users; average open rate per issue is 32%)

Pricing (quarterly):

- **Medium Rectangle: $765 Member, $1,530 Non-Member**
- **Product Showcase: $1,025 Member, $2,050 Non-Member**
- **Leaderboard: $1,990 Member only**



THE ADVOCATE

The Advocate is our weekly government affairs e-newsletter goes out to NALP members only that shares the latest details on state and national issues that impact industry policy. Subscribers include decision-makers from the nation's top landscape and lawn care companies. We only offer an opportunity for 1 advertiser at a time which allows you to co-brand your company as a leader that supports the industry's critical government affairs work. This advertising opportunity is for NALP members only. (Reach 1,000+ of the industry's movers and shakers; average open rate per issue is 22%).

Leaderboard Ad (580 x 70): $2,625 for quarterly, $7,900 for full year

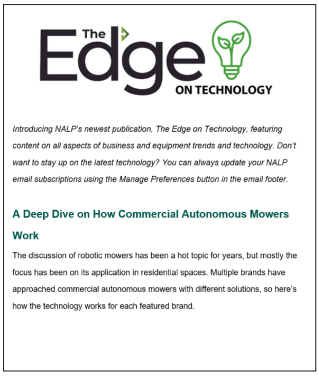
Frequency: Weekly (approximately 46x a year)



THE EDGE ON TECHNOLOGY NEWSLETTER

The Edge on Technology is our bimonthly technology newsletter, which includes content on the latest technology as well as an opportunity for advertisers to share with readers about the newest technology on the market. (Reach 5,000 engaged users; average open rate per issue is 39%)

- **Product Showcase: $1,025 Member, $1,500 Non-Member, per 2 issues**
- **Medium Rectangle: $650 Member, $900 Non-Member, per 2 issues**



DIGITAL SPONSORED CONTENT AND PRICING

Run a 500 to 1,500 word article on the topic of your choice that will live on The Edge blog. Your article will also run in a newsletter of your choice. Choose from The Edge Weekly, The Edge on Technology or Leveling Up. Writing assisstance is available for an additional fee.

- **Story: $1,095 Member, $1,625 Non-Member per piece**
- **Sponsored Content Plus(includes one social media post): $1,650 Member, $2,200 Non-Member**

CUSTOM CONTENT DEVELOPMENT

Don't see what you want? Contact us and we can craft a custom offering.

RETARGETING AD PACKAGES

WHY RETARGETING?

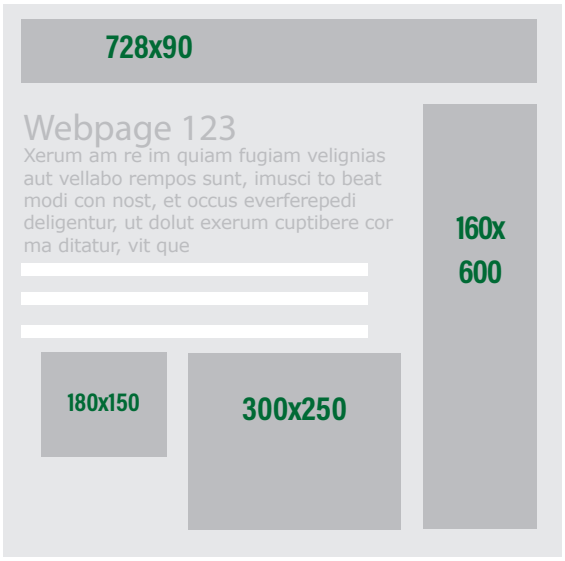
Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Retargeting uses cookies to track visitors on the LandscapeProfessionals.org website and shows them your ads when they travel to other websites. In partnership with the Feathr platform, we can retarget 100,000+ 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)

		Member	Non-member
1 month	35,000 Impressions	$3,050	$4,500
2-3 months	70,000 Impressions	$5,500	$6,500
3-4 months	100,000 Impressions	$7,330	$9,500
5-6 months	200,000 Impressions	$12,230	$14,500



Ad Sizes and Specs:

- 728 x 90
- 300 x 250
- 160 x 600

IAB Rising Stars: The following creative sizes are gaining popularity. The sizes are (in pixels, width x height):

- 320 x 50
- 320 x 100
- 300 x 100
- 970 x 250
- 300 x 1050
- 300 x 600
- 300 x 50

Mobile Full Page:

- 320 x 50
- 768 x 1024
- 480 x 320
- 1024 x 768

Formats: JPG, PNG, GIF. Optimal file size for JPG & PNG: 750KB Max file size for GIF: 3.5MB. Creative must be in high resolution (min 72 pixels; recommended 144 pixels).



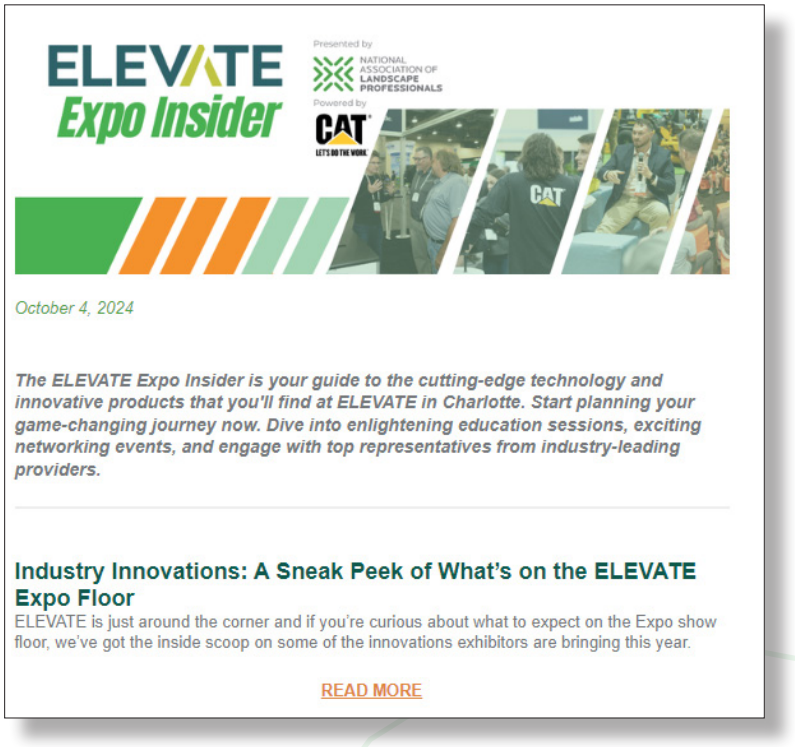
ELEVATE INSIDER*

Reach ELEVATE attendees before the event with this digital offering. The e-newsletter is sent out a few weeks prior to ELEVATE 2025.

E-NEWSLETTER PRICING

Product Showcase: $950
Medium Rectangle: $750
Sponsored Content Article: $2,500

* = Must be an exhibitor in good standing for ELEVATE 2025 to advertise in the Insider



NATIONAL ASSOCIATION OF LANDSCAPE PROFESSIONALS

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