



2022

MEDIA KIT



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS



ABOUT NALP

The National Association of Landscape Professionals is the national trade association representing 200,000 lawn care and landscape industry professionals in the U.S., Canada and overseas.

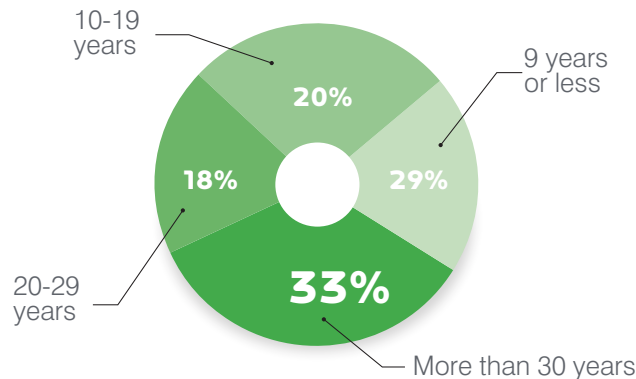
Member companies specialize in lawn care, landscape design and installation, landscape maintenance, tree care, irrigation and water management, and interior plantscaping. Members also include students, consultants, industry suppliers, state associations and affiliate members. We are committed to helping 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.

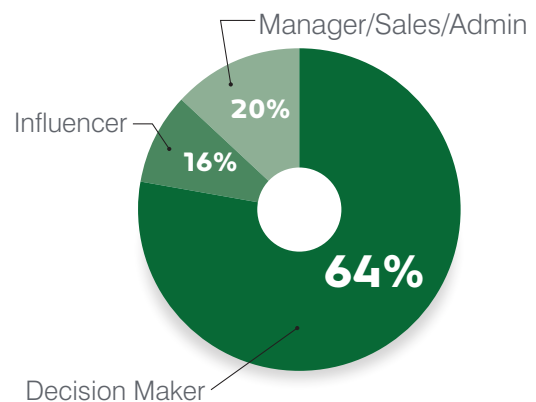
- Trusted professional magazine distributed to members 6 times a year
- Network of websites with highly targeted professional, consumer, student, and career seeking audiences.
- Weekly e-newsletter
- Blog and social media content

AUDIENCE PROFILE

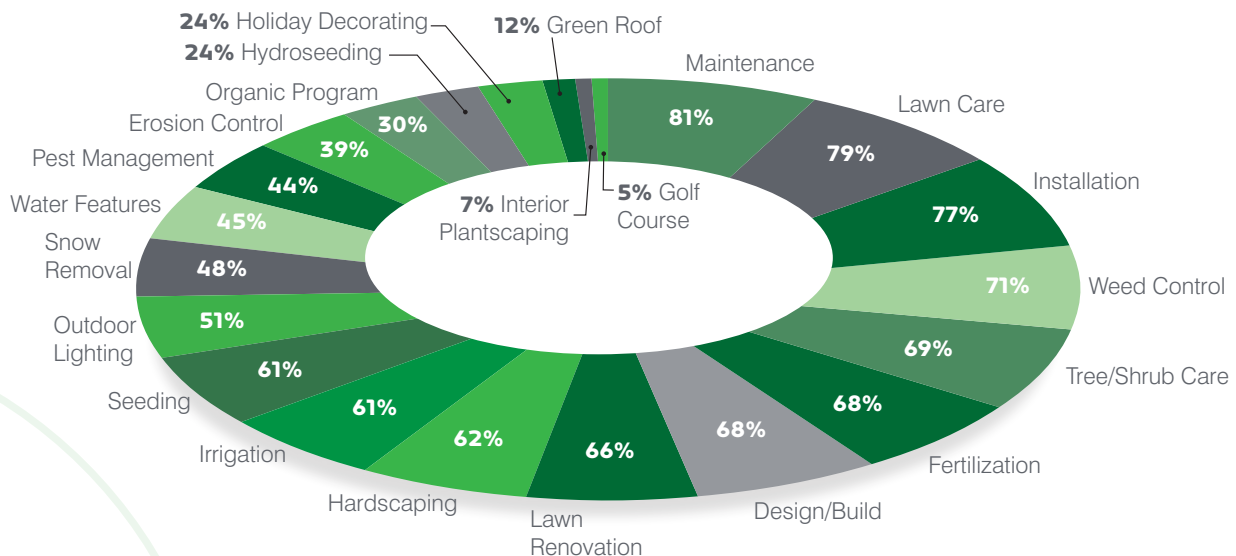
NUMBER OF YEARS IN BUSINESS



PURCHASING ROLE



SERVICES OFFERED BY CONTRACTOR MEMBERS



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 2,600 print/13,100 digital version.

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

JANUARY/FEBRUARY

THEME: Sustainability Issue: Climate change impacts, best water management practices, IPM, adaptive landscaping practices

DATES: Ad space closes: Nov. 12, 2021 | Ads due: Nov. 16, 2021

MARCH/APRIL

THEMES: M&As - what's going on behind closed doors; lawn care

DATES: Ad space closes: Jan. 21, 2022 | Ads due: Jan. 25, 2022

MAY/JUNE

THEME: Mindful design - creating designs with the future in mind

DATES: Ad space closes: March 25, 2022 | Ads due: April 1, 2022

JULY/AUGUST

Theme: Technology - the apps and equipment that are raising the game

DATES: Ad space closes: May 24, 2022 | Ads due: May 31, 2022

SEPTEMBER/OCTOBER

THEME: Elevate - elevate your business, culture and branding

DATES: Ad space closes: July 25, 2022 | Ads due: Aug. 1, 2022

NOVEMBER/DECEMBER

THEME: Financial Outlook - what outsiders see in the cards for the landscape industry

DATES: Ad space closes Sept. 26, 2022 | Ads due Oct. 3, 2022

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.

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.

The Agronomist - Lawn care article from NALP's Bob Mann.

Safety column - Advice on relevant safety topics from experts.



AVERAGE CIRCULATION

PRINT: 2,600

DIGITAL: 13,100

ADVERTISING RATES & INFO

2022 ADVERTISING RATES

	1-3 issues		4-6 issues	
	Standard	Member	Standard	Member
PREMIUM FOUR COLOR				
Back Cover	\$3,575	\$2,935	\$2,795	\$2,235
Inside Front/Back Covers	\$3,535	\$2,815	\$2,695	\$2,170
Page 5 or 7	\$3,050	\$2,445	\$2,495	\$1,995

FOUR COLOR

Two-page Spread	\$4,215	\$3,360	\$3,750	\$2,995
Full Page	\$2,625	\$2,165	\$2,345	\$1,870
2/3 page	\$2,495	\$1,995	\$2,225	\$1,780
1/2 page	\$2,050	\$1,640	\$1,840	\$1,480
1/3 page	\$1,970	\$1,570	\$1,735	\$1,390
1/4 page	\$1,780	\$1,425	\$1,595	\$1,270
1/6 page	\$1,670	\$1,350	\$1,545	\$1,235

TWO COLOR

Full Page	\$1,945	\$1,555	\$1,655	\$1,325
2/3 page	\$1,810	\$1,450	\$1,540	\$1,330
1/2 page	\$1,355	\$1,090	\$1,160	\$925
1/3 page	\$1,225	\$980	\$1,040	\$835
1/4 page	\$1,095	\$875	\$930	\$740
1/6 page	\$1,000	\$800	\$860	\$685

BLACK & WHITE

Full Page	\$1,395	\$1,115	\$1,105	\$885
2/3 page	\$1,225	\$1,010	\$995	\$790
1/2 page	\$805	\$645	\$605	\$490
1/3 page	\$675	\$535	\$495	\$390
1/4 page	\$535	\$430	\$380	\$300
1/6 page	\$445	\$355	\$300	\$250

DIMENSIONS

 <p>Full Page (Bleed)</p> <p>8.75" x 11.25" (bleed); 8.5" x 11" (trim)</p>	 <p>2/3 Page Vertical</p> <p>4.75" x 8.75"</p>	 <p>1/2 Page Vertical</p> <p>3.5" x 8.75"</p>	 <p>1/2 Page Standard</p> <p>4.875" x 7.5"</p>	 <p>1/2 Page Horizontal</p> <p>7.5" x 4.875"</p>
 <p>1/3 Page Square</p> <p>4.75" x 4.5"</p>	 <p>1/3 Page Vertical</p> <p>2.25" x 8.75"</p>	 <p>1/4 Page Vertical</p> <p>3.5" x 4.5"</p>	 <p>1/6 Page Vertical</p> <p>2.25" x 4.875"</p>	 <p>1/6 Page Horizontal</p> <p>4.75" x 2.375"</p>
 <p>Two-Page Spread (Bleed)</p> <p>Two-Page Spread: 17 1/4" x 11 1/4" (bleed); 17" x 11" (trim)</p>				

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 ONLINE

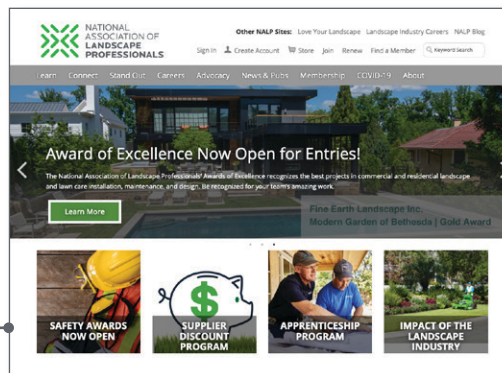
WEB, E-NEWSLETTER, SOCIAL, BLOG

NALP offers a variety of online marketing opportunities, in addition to standard banner advertising units that run throughout our network of websites, reaching over 66,000 visitors per month, and our weekly newsletter with more than 35,000 subscribers.

AVERAGE
MONTHLY
UNIQUE USERS
66,500

LANDSCAPEPROFESSIONALS.ORG

22,000



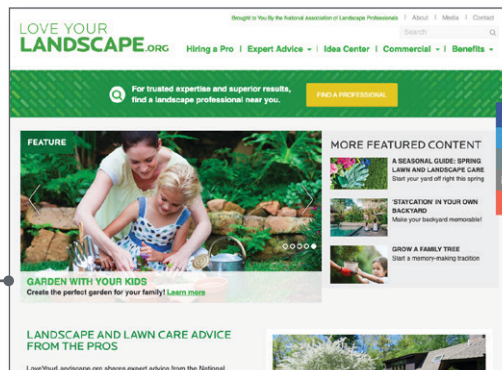
AVERAGE
MONTHLY
PAGEVIEWS
163,786

LANDSCAPEPROFESSIONALS.ORG

90,000

LOVEYOURLANDSCAPE.ORG

35,237

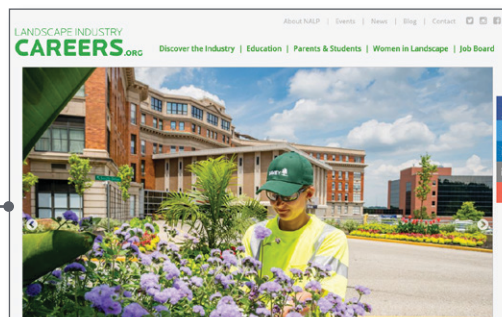


LOVEYOURLANDSCAPE.ORG

47,600

LANDSCAPEINDUSTRYCAREERS.ORG

9,150



LANDSCAPEINDUSTRYCAREERS.ORG

26,186

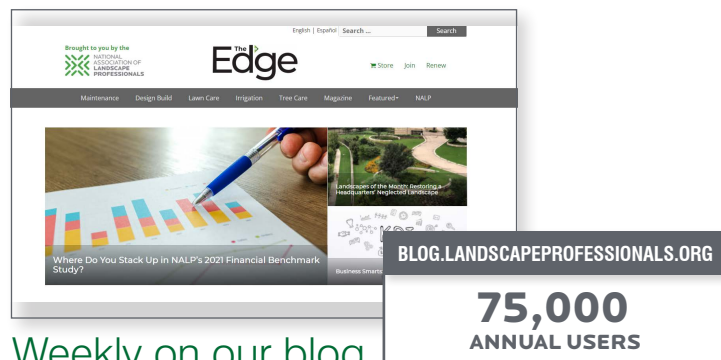
Weekly Newsletter
Subscribers 35,000

Social Media
Audience 150,000+

Magazine Readers
 (print and digital editions) **15,000+**

Event Sponsorship
Opportunities 15+

WEBSITE



Weekly on our blog

We highlight the following stories: Level Up profiles, Faces of the Industry features, business and labor challenge issues and solutions, as well as monthly landscape projects, events and seasonal topics coverage.

Placement	Ad Unit	Specs	Price (12 months)
Run of Network	Medium Rectangle	300x250	Includes both Ad Units Members: \$4,795 Nonmembers: \$5,895
	Leaderboard	728x90	

THE EDGE WEEKLY E-NEWSLETTER

Placement	Ad Unit	Specs	In addition	Price (Per Quarter - approx. 12 issues)
All subscribers	Leaderboard	580x70		Member: \$4,410 Nonmember: \$5,250
	Banner	468x60		Member: \$3,940 Nonmember: \$ 4,725
	Product showcase	1200x1200	5 word headline and 50 word description	Member: \$3,860 Nonmember: \$4,620
	Medium Rectangle	300x250		Member: \$2,755 Nonmember: \$3,310
	Sponsored Content Story	1200x628	500 to 1,500 word article	Member: \$995 Nonmember: \$1,470

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)

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)
- 300x250 (square box)
- 160x600 (vertical 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):

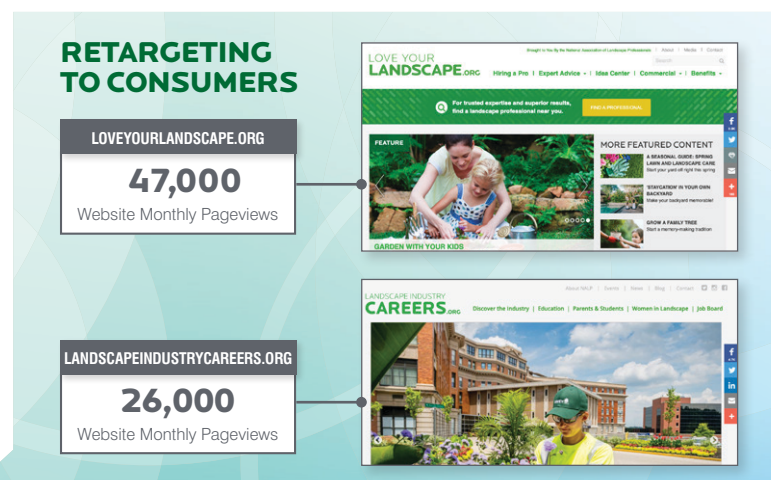
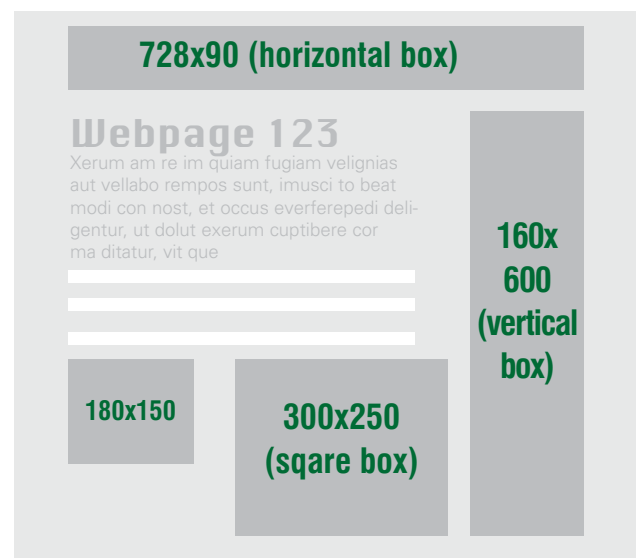
- 320 x 50
- 300 x 1050
- 300 x 600
- 970 x 250
- 320 x 100

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 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 *Edge Weekly* 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 Edge 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

- Edge Weekly 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.

CONTACT



SALES

EDITORIAL



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