



Washington Association
of Landscape Professionals
Northwest Landscape Professional
monthly magazine

Display Advertising Rates & Specifications



Northwest Landscape Professional is the official magazine for WALP. It reaches every member on a monthly basis, offering companies a unique opportunity to target the landscape industry throughout the state.

PUBLICATION SPECS

Trim Size: 8.375" x 10.75" **Circulation:** 1,400
Binding: Saddle Stitch **Published:** Monthly (6 digital, 6 print)
Deadlines: First day of the month prior to publication

POSITIONS AVAILABLE

Pricing Cost per insertion	Color 4c or b/w	1-3x	4-7x	8-11x	12x
Back Cover	4c	\$1,400	\$1,320	\$1,190	N/A
Inside Covers	4c	\$1,275	\$1,150	\$1,025	N/A
Full page	4c	\$1,015	\$965	\$910	\$820
Full page	b/w	\$925	\$875	\$825	\$740
1/2 page	4c	\$650	\$615	\$560	\$510
1/2 page	b/w	\$575	\$545	\$495	\$455
1/3 page	4c	\$490	\$450	\$390	\$350
1/3 page	b/w	\$400	\$380	\$345	\$315
1/6 page	4c	\$295	\$280	\$245	\$200
1/6 page	b/w	\$255	\$240	\$220	\$185
4-Page Insert	4c	\$4,820	\$4,580	\$4,344	\$3,860
1-Page Insert	4c	\$1,810	\$1,720	\$1,690	\$1,570

Guaranteed placements (other than covers) are subject to a 15% premium. All rates are net.

Non-members add 15% to rates above.

HOW DO I SEND MY AD?

E-mail ads as a **tif** or **pdf** file to: ads@llm.com

Or ftp upload: <http://mail.llm.com/upload.asp>

- Name files clearly, indicating your company name and publication. For example WALP_Nov12_AAASupplies.tif
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will e-mail you a confirmation within 2 business days with the status of your ad.
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TO ADVERTISE

Please contact:

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Inside Covers*
Full page*
8.375" x 10.75"
*Full page ads may bleed
Trim: 8.375 x 10.75
Bleed: 1/8": 8.625 x 11
Live area: 7.875 x 10.25
If a bleed is intended,
indicate with crop marks.

Back Cover
(3/4 page)*
8.375 x 8.0625
*Back Cover ads may bleed
off top and sides of ad only.
Bleed: 1/8": 8.625 x 8.1875
Live area: 7.875 x 7.5625
If a bleed is intended,
indicate with crop marks.

1/6 Vert.
1/3 Sq.
5 x 4.875
2.375 x 4.875
1/2 Horiz.
7.375 x 4.875

1/2 Vert.
3.875 x 10