



Washington Association of
Landscape Professionals
**2012-13 Member Directory
and Value Book**

Display Advertising Rates & Specifications



*Full page bleed

8.375" x 10.75"
+ 1/8" bleed
on all sides

*Full page with bleed
Trim: 8.375 x 10.75
Bleed: 1/8": 8.625 x 11
If a bleed is intended,
indicate with crop marks.
Keep text .25" in from trim.

The annual WALP *Member Directory and Value Book* serves as a networking and purchasing tool for landscape contractors throughout Washington. Please refer to the table below for ad pricing and specifications.

PUBLICATION SPECS

Trim Size: 8.375" x 10.75" **Circulation:** 400
Binding: Perfect Bound **Published:** Spring

AD DEADLINE
Feb 29, 2012

Full page

7.75" x 10.25"

POSITIONS AVAILABLE

	Full color		Black/White	
	Member	Non Member	Member	Non Member
Full page	\$ 1,015	\$ 1,170	\$ 925	\$ 1,065
1/2 page	\$ 650	\$ 750	\$ 575	\$ 660
1/3 page	\$ 490	\$ 575	\$ 400	\$ 460
1/6 page	\$ 295	\$ 350	\$ 255	\$ 295

Guaranteed placement is subject to a 15% premium.
All rates are net.

1/6 Vert. 1/3 Sq.
2.375 5 x 4.875
x
4.875

1/2 Horiz.

7.375 x 5

1/2 Vert.

3.875
x
10

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_12_AAASupplies.tif.
- Set artwork at a minimum of 300 dpi and imbed all fonts.
- When we receive an ad, we will email you a confirmation within 2 business days with the status of your ad.
- For ads larger than 5mb, please use our ftp site: <http://mail.llm.com/upload.asp>.
- Email us for more detailed specifications.

Need us to help create an ad for you? Need help making a PDF file?
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