

# **NORTHWEST** DIGITAL EDITION ADVERTISING 2010 **LANDSCAPE PROFESSIONAL**



## **LAYING THE FOUNDATION FOR THE FUTURE...**

**Give Your Business Direct Access To Washington's Green Industry Decision Makers With The *Northwest Landscape Professional's* New Electronic Advertising Opportunities!**

Beginning with the January 2010 publication, every other issue of the *Northwest Landscape Professional* will be available solely as a full digital publication.

With the digital editions, advertisers and readers will still get the same great graphic layout and highly readable format while helping WALP save on printing and postage costs. And, as the Green Industry, going digital is environmentally friendly and contributes to helping keep our environment sustainable.

But more important, **digital edition advertising provides advertisers with a whole new affordable, interactive marketing platform that adds value for advertisers.**

### **Digital advertising features and benefits include:**

- Increased visibility beyond current WALP membership and readership to more current and prospective customers through expanded distribution.
- Logo with hotlink to advertiser's website on the WALP website home page.
- Hotlink to advertiser's website from ad in electronic issue.
- Customized issue sent to your clients.
- Special recognition of electronic issue advertisers in print issues.
- Access to reports to gauge the traffic generated by and impact of advertising.
- New content delivery method to accommodate changing demographics and meet the needs of different generations.
- Future access to a whole new level of very affordable and interactive digital edition advertising opportunities.

**To Reserve Your Digital Edition Advertisement  
Or For More Information, Contact:**

**info@walp.org or (425) 967-0729.**

# NORTHWEST DISPLAY ADVERTISING RATES 2010 LANDSCAPE PROFESSIONAL

Four Color	1-3x	4-7x	8-11x	12x
Full Page	\$1,015	\$965	\$910	\$820
1/2 Page	\$650	\$615	\$560	\$510
1/3 Page	\$490	\$450	\$390	\$350
1/6 Page	\$295	\$280	\$245	\$200
1/12 Page	\$185	\$165	\$135	\$105
Black & White	1-3x	4-7x	8-11x	12x
Full Page	\$925	\$875	\$825	\$740
1/2 Page	\$575	\$545	\$495	\$455
1/3 Page	\$400	\$380	\$345	\$315
1/6 Page	\$255	\$240	\$220	\$185
1/12 Page	\$145	\$130	\$115	\$90
Four Color Premium Positions	1-3x	4-7x	8-11x	12x
Outside Back Cover (3/4 pg)	\$1,400	\$1,320	\$1,190	N/A
Inside Front Cover	\$1,275	\$1,150	\$1,025	N/A
Inside Back Cover	\$1,275	\$1,150	\$1,025	N/A
Page 3	\$1,165	\$1,109	\$1,045	\$945
Pre-Printed Four Color Inserts	1-3x	4-7x	8-11x	12x
4-Page Insert	\$1,205	\$1,145	\$1,086	\$965
1-Page Insert	\$1,810	\$1,720	\$1,690	\$1,570

**Non Members add 15%. Twelve month insertion orders paid in full in advance receive an additional 10% discount.**

## AD SPECIFICATIONS

### AD PREPARATION:

- WALP accepts only press ready digital files.
- PDFs must be saved as PDFX1a, V 5.0, or higher.
- PDF files must be formatted or created at 2,400 dpi and 150 line-art frequency.
- All RGB and spot colors MUST be converted to CMYK.
- Layers must be flattened
- Ads created in the following software programs are also acceptable: *Photoshop* - Up to CS2 saved as eps, tif, or psd • *InDesign* up to CS2 (CS3 saved as inxx) with all packaged folders included • *Illustrator* up to CS2(embedded images and fonts in outlines or provided in font folder).

### PUBLICATION TRIM SIZE:

- 8.375" x 10.75"

### BLEEDS:

- Add 1/8" to Full Page Ad.
- Add 1/8" to top & sides only to 3/4 Page Ad.

### LIVE AREA:

- Keep all live materials .25" away from trim edges.

### SPACE RESERVATION & MATERIALS DEADLINE:

10th of month preceding publication.

SIZE	WIDTH	HEIGHT
Full Page w/ Bleed.....	8.375"	10.75"
Full Page w/o Bleed.....	7.75"	10.25"
Back Page (3/4 Page).....	8.375"	8.0625"
1/2 Page Horizontal.....	7.375"	5"
1/2 Page Vertical.....	3.875"	10"
1/3 Page Square.....	5"	4.875"
1/6 Page Vertical.....	2.375"	4.875"
1/12 Page Square.....	2.5"	2.5"



**FOR MORE INFORMATION  
CONTACT (425) 967-0729  
OR (800) 833-2186.**

# NORTHWEST DISPLAY ADVERTISING CONTRACT 2010 LANDSCAPE PROFESSIONAL

ADVERTISER: \_\_\_\_\_

CONTACT: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

BILLING ADDRESS (if different): \_\_\_\_\_

TELEPHONE #: ( ) \_\_\_\_\_ FAX #: ( ) \_\_\_\_\_

E-MAIL: \_\_\_\_\_

AD SIZE & SPECIFICATIONS: \_\_\_\_\_ SALESPERSON/REFERRED BY: \_\_\_\_\_

AD FREQUENCY:  1x  4x  8x  12x

ISSUE PUBLISHED: Issues noted with an "E" are electronic issues that include additional advertising opportunities. See the Advertising Rate Sheet for complete details or contact the WALP Office. (If you plan to reserve both 4-color and B & W ads, indicate "4C" or "BW" under appropriate month.)

Jan Feb Mar April May June July Aug Sept Oct Nov Dec  
"E" "E" "E" "E" "E" "E" "E" "E"

AD PAYMENT:  Member Rate  Non Member Rate  
@ \$ \_\_\_\_\_ per ad less \$ \_\_\_\_\_ (discounts if applicable) = **Total Contract = \$** \_\_\_\_\_

All display advertising not paid in advance will be invoiced with terms of net 30.

Enclosed is my check made payable to WALP for the specified amount or charge the amount to my  Visa  MasterCard.

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

AD DELIVERY:  E-mailed to info@walp.org  Ad enclosed on CD

DIGITAL EDITION  Logo e-mailed to info@walp.org to be placed on WALP website homepage.  
ADD-ONS  URL address for website hotlink \_\_\_\_\_  
 Customer list e-mails to be sent to info@walp.org. (List will be kept confidential and used only for the purpose of sending advertisers custom digital issue of the *Northwest Landscape Professional* ad(s) appear in.

AUTHORIZATION: I authorize WALP to place the above specified display ad in the *Northwest Landscape Professional Magazine*. I understand the production specification, deadline, and payments terms. I further understand that all ads are subject to approval/acceptance by WALP.

Approved by (printed name) \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_



PLEASE SEND ALL PAYMENTS TO:

WALP • 23607 Highway 99, Ste 2C • Edmonds, WA 98026  
Fax: (425) 771-9588

FOR MORE INFORMATION, PHONE (800) 833-2186, (425) 967-0729 OR WRITE INFO@WALP.ORG.