

Advertise in WALP's Weekly Newsletter: *WALP Wednesday*.

Now more than ever, professionals consume information on the go. WALP's official online publication, *WALP Wednesday*, allows readers to stay informed about timely topics and association news - whether they are in the field or in the office. Enjoy the benefits of a targeted enewsletter:

- » Delivers your message directly to the inbox of the decision makers in Washington's Landscape Industry weekly.
- » In addition to WALP members, opt-in subscription means that professionals in the market for your products and services see your message.
- » Ads can be cross-promoted on the WALP website and in WALP's print magazine.
- » Directs visitors to your landing page to facilitate the purchasing process.
- » Limited available ad space makes each position exclusive.
- » Change artwork up to two times/month at no additional cost to promote time sensitive events.

Deadline

10th day of the month
prior to publication

Specifications

Published **Weekly**
Circulation **1,500**

Art Requirements

- » A high resolution PDF, PNG, or JPG file is required.

Terms & Conditions

- » Refer to WALP's terms & conditions at www.walp.org/ad-terms-and-conditions.

For more information,
please contact:

LUCIA RAGEN
adsales@walp.org



www.walp.org

Leaderboard:
660px W x 220px H



Left Hand Square:
180px W x 180px H

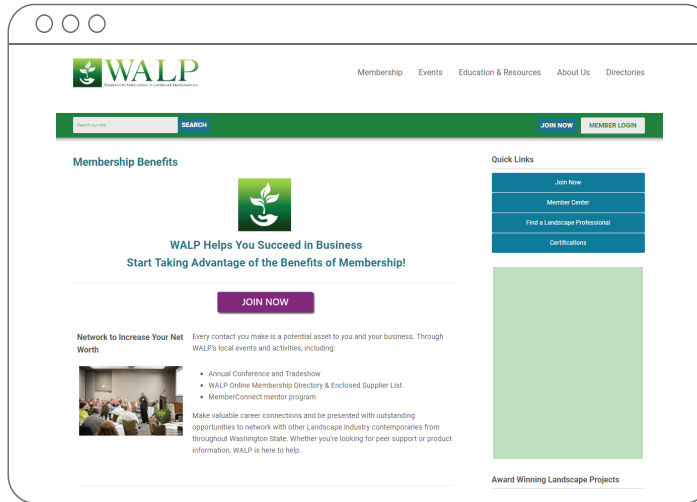


Advertising Rates (per month)

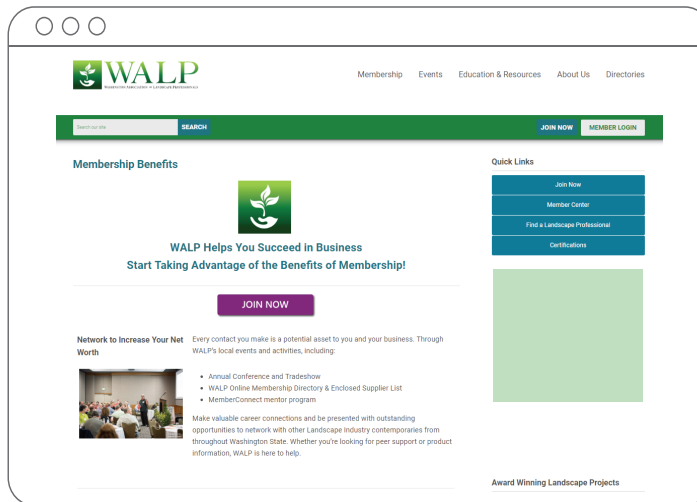
	1 month +	3 months +	6 months +	12 months
Top Page Leaderboard (660px W x 220px H)	\$500	\$435	\$335	\$290
Left Hand Square (180px W x 180px H)	\$225	\$200	\$180	\$160

- All rates are net.
- Depending on the month, ads will be included in 4-5 issues.
- Ads will run every Wednesday for the designated month.
- Prices are per month.

Advertise on the WALP website!



Large Ad
380x W x 500px H



Small Ad
380x W x 380px H

1 month + 3 months + 6 months + 12 months

Large Ad
(380px W x 500px H) \$370 \$340 \$310 \$290

Small Ad
(380px W x 380px H) \$280 \$250 \$220 \$200

- All rates are net.
- Prices are per month.
- All ads will start on the 1st of each month and run for the entirety of that month.

Ad Reservation/Material

Reserve your ad space at www.walp.org/marketing-opportunities.

- » Name files clearly, indicating your company name and publication.
- » Need help creating an ad? Email info@walp.org to obtain contact information for individuals who can assist you with ad creation.

If you have questions or in need of additional information, contact our sales representative, Lucia Regan, adsales@walp.org.

For more information,
please contact:

LUCIA REGAN
adsales@walp.org



www.walp.org