

Northwest Landscape Professional Magazine & Directory

About the Magazine

Northwest Landscape Professional is the official magazine of WALP. With over 1,500 copies distributed with each publication it reaches every member plus a broad number of industry professionals on a quarterly basis, offering companies a unique opportunity to target the Landscape Industry throughout Washington State. The Magazine is published March, June (annual directory issue), September and December (annual conference issue). Maximize your visibility by cross-promoting your print ads on WALP's digital platforms - the WALP website and WALP's enewsletter, *WALP Wednesday*.

Deadline

10th of each month preceding publication.

Magazine Specifications

Ink **Full Color**

Trim Size **8.375" x 10.75"**

Binding **Saddle Stitch**

Published **Quarterly**

Circulation **1,500**

Art Requirements

- A high resolution PDF is the preferred file format.
- All images must be 300 dpi. (Images from the Web are not print quality.)
- Fonts embedded.
- For ads with bleed, export PDFs with 1/8" (0.125") bleed settings. No crop marks.
- Color requirements—All artwork must be process color (CMYK). No spot colors.

Terms & Conditions

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

For more information, please contact :

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www.walp.org

Advertising Rates

		1 issue	4 issues
Back Cover*	full color	M - \$1,250 / NM - \$1,500	M - \$1,000 / NM - \$1,500
Inside Cover*	full color	M - \$1,250 / NM - \$1,500	M - \$1,000 / NM - \$1,500
Full Page*	full color	M - \$1,000 / NM - \$1,250	M - \$750 / NM - \$1,000
1/2 Page	full color	M - \$750 / NM - \$1000	M - \$500 / NM - \$750
1/3 Page	full color	M - \$500 / NM - \$750	M - \$400 / NM - \$500
1/6 Page	full color	M - \$300 / NM - \$350	M - \$250 / NM - \$350
Insert	full color	\$1,000 (members only)	

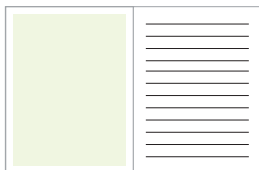
M = WALP Member NM = Non-Member

* Ad sizes that can have bleeds. Set bleeds to 0.125".

- Prices are per issue.
- All rates are net.

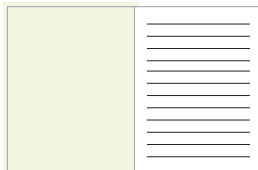
Ad Options

Inside Covers & Full Pages



7.375" w x 10" h

Inside Covers & Full Pages with Bleed



8.625" w x 11" h
Bleed: 0.125"
(8.375" w x 10.75" h trim size)

Back Cover



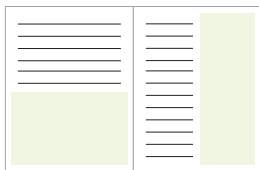
7.375" w x 8.0625" h

Back Cover with Bleed



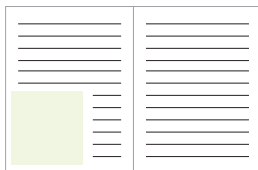
8.625" w x 8.8125" h
Bleed: 0.125"
(8.375" w x 8.5625" h trim size)

1/2 Page



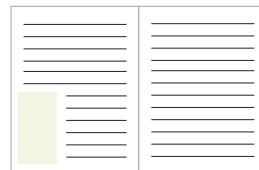
7.375" w x 4.875" h
3.875" w x 10" h

1/3 Page Square



5" w x 4.875" h

1/6 Page



2.375" w x 4.875" h

Ad Reservation/Material

- Reserve your ad space online at www.walp.org/marketing-opportunities.
- Need help creating an ad? Email info@walp.org to obtain contact information for individuals who can assist you with ad creation.
- Email info@walp.org with questions or for more information.