

# Northwest Landscape Professional Magazine

## About the Magazine

The *Northwest Landscape Professional* is the official magazine of WALP. With over 3,000 + 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 January (Winter), April (Spring), July (Summer) and October (Fall). Maximize your visibility by cross-promoting your print ads on WALP's digital platforms - the WALP website and WALP's e-newsletter, *WALP Wednesday*.

### Deadline

10th of each month preceding publication.

### Magazine Specifications

Ink **Full Color**

Trim Size **8.5" x 11"**

Binding **Saddle Stitch**

Published **Quarterly**

Circulation **3,000 +**

### 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](http://www.walp.org/ad-terms-and-conditions).

For more information, please contact :

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[www.walp.org](http://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

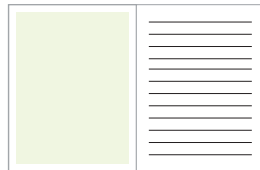
M = WALP Member    NM = Non-Member

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

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

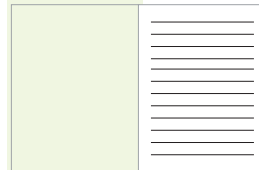
### Ad Options

#### Inside Covers & Full Pages



8" w x 10.5" h

#### Inside Covers & Full Pages with Bleed



8.75" w x 11.25" h  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

#### Back Cover



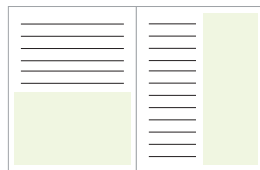
8" w x 10.5" h

#### Back Cover with Bleed



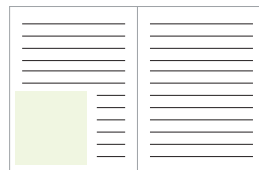
8.75" w x 11.25" h  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

#### 1/2 Page



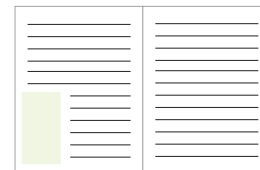
8" w x 5.75" h  
4" w x 10.5" h

#### 1/3 Page Square



5" w x 5.125" h

#### 1/6 Page



2.5" w x 5.125" h

### Ad Reservation/Material

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