

Individual Advertising

NWLP Magazine Advertising				
Item	One Issue Member Price	One Issue Non-member Price	Four Issue Member Price (Price Per Issue)	Four Issue Non-Member Price (Price Per Issue)
Back Cover	\$1250	\$1500	\$1000	\$1500
Inside Cover	\$1250	\$1500	\$1000	\$1500
Full Page	\$1000	\$1250	\$750	\$1000
1/2 Page	\$750	\$1000	\$500	\$750
1/3 Page	\$500	\$750	\$400	\$500
1/6 Page	\$300	\$350	\$250	\$350
Insert (four Issues)	Not Available	Not Available	\$1250	Not Available
Advertorial Story	\$1500	Not Available	Not Available	Not Available

WALP Wednesday Advertising Packages			
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.			
	Member Price	Non-member Price	Availability
1 Week	\$50	\$75	
1 Month	\$200	\$250	
1 Quarter	\$600	\$700	

Website Advertising			
The WALP website is an online resource for Landscape Industry professionals and the general public to gain insight into the industry. The website provides the public with tips for hiring a landscape professional as well as a directory of our members. The website also provides professionals with information about training opportunities, legislation, member benefits, and more.			
The WALP website is the perfect place to promote your products and services to Landscape Industry professionals and the general public on any device, anytime, anywhere. Your ad will be placed in the right-hand sidebar on the WALP website. It includes a link back to your organization's website - helping to drive relevant traffic straight to your webpage of choice.			
	Member Price	Non-member Price	Total Available
Banner Ad			4 per Month
1 Month	\$100	\$150	
1 Quarter	\$300	\$450	
1 Year	Included with Sponsorship Gold and Platinum		
Featured Member Ad			1 Per Month
1 Ad	\$500	\$600	
4 Ads	\$1750	\$2000	
Small Box Ad			72 Per Year
1 Month	\$150		6 per Month
1 Quarter	\$450		24 per quarter
1 Year	\$1500		72 Per year

Email Advertising			
A monthly online newsletter with your editorial or advertorial content.			
	Member Only		Number Available
Member Spotlight	\$500	Limit 3 per year per customer	12