

# New Jersey Landscape Contractor Tri-Annual Magazine

Official Publication of the New Jersey Landscape Contractor's Association (NJLCA)



## Welcome to *The New Jersey Landscape Contractor*, the Tri-annual Magazine of the NJLCA



We'd like to invite your participation as an advertiser in *The New Jersey Landscape Contractor* magazine, the official tri-annual magazine for New Jersey Landscape Contractor's Association (NJLCA).

Advertising in *The New Jersey Landscape Contractor* is a solid investment in delivering your message to your target audience – the key decision-makers in New Jersey's thriving \$1.3 billion landscape industry.

- The magazine will be distributed to 4,000 industry professionals and companies that include residential and commercial landscape contractors, landscape installation and maintenance companies, pesticide applicators, tree experts, hardscape designers and installers, irrigation installers as well as universities and state and local government officials.
- It is estimated the magazine will have a readership of over 15,000!
- The magazine will be distributed at all NJLCA events including the upcoming NJLCA State Convention as well as the Annual New Jersey Landscape Trade Show and Conference in Secaucus.
- It will provide regular updates on the state of the industry, safety information, professional development, event coverage, calendars and much more!
- *New Jersey Landscape Contractor* magazine is a high-image, full color **8.375" X 10.875"** **publication** that's mailed directly to the industry's decision-makers in a sealed poly-vinyl envelope.

If you're interested in exploring your advertising options, please contact your Apogee Publications account executive today at the number below.

**Advertising Contact:**  
**Kathleen Pishotta, 888-371-4933 or [kathleen@apogeepublications.com](mailto:kathleen@apogeepublications.com)**

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New Jersey Landscape Contractors Association



## Rate Sheet

### Premium Position Rates (Full-Color)

	<b>1x</b>	<b>3x</b>
Center Spread (Magazine Only)	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$2,700
OBC	<input type="checkbox"/> \$2,700	<input type="checkbox"/> \$2,400
IFC	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,200
Opposite IFC	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,000
Opposite TOC	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,000
IBC	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,200
Any other guaranteed position (per issue)		<input type="checkbox"/> \$2,000

### Interior Rates (Full-Color)

Full Page	<input type="checkbox"/> \$1,800	<input type="checkbox"/> \$1,650
1/2 Page	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,200
1/3 Page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$1,000
1/4 Page	<input type="checkbox"/> \$850	<input type="checkbox"/> \$825
1/6 Page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$750
1/8 Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$700

### Interior Rates (Black & White)

Full Page	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,250
1/2 Page	<input type="checkbox"/> \$950	<input type="checkbox"/> \$800
1/3 Page	<input type="checkbox"/> \$650	<input type="checkbox"/> \$600
1/4 Page	<input type="checkbox"/> \$450	<input type="checkbox"/> \$425
1/6 Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
1/8 Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300

### Outsert Rates

One Page, double-sided	<input type="checkbox"/> \$1,000
Two Page, double-sided	<input type="checkbox"/> \$1,200

### Issues

January \_\_\_\_\_  May \_\_\_\_\_  September \_\_\_\_\_

### Advertiser Information

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Advertising Agency

\_\_\_\_\_  
Agency Phone

\_\_\_\_\_  
Agency Fax

## Advertisement Agreement with Apogee Publications

### Payment

Credit Card (Circle one: VISA, MC, AMEX, DISCOVER)

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Company Check (please note arrival date: \_\_\_\_\_)

I agree that this form constitutes the acknowledgement of my order, and I agree to submit any cancellation prior to the closing date.

Signature \_\_\_\_\_

### Advertising Cost

Total Cost per Insertion \_\_\_\_\_

### Advertising Copy

Materials to be delivered on \_\_\_\_\_

Design services requested  Yes  No

**Please return via toll-free fax: 866-572-3170**

Attention: Kathleen Pishotta, 888-371-4933

kathleen@apogeepublications.com

### Checks payable and sent to:

Apogee Publications  
6528 Greenleaf Ave., Ste. 219  
Whittier, CA 90601

## Production Guidelines & Specifications

### New Jersey Landscape Contractor Magazine

Trim Size: 8.375" X 10.875"

Full Page w/no bleed . . . . .	7.375 X 9.875"
Full Page w/bleed . . . . .	8.625 x 11.125"
1/2 Horizontal . . . . .	7.375" X 4.583"
1/3 Horizontal . . . . .	7.375" X 3"
1/3 Vertical . . . . .	2.2917" X 9.875"
1/4 Horizontal . . . . .	4.583" X 3.333"
1/4 Vertical . . . . .	3.333" X 4.583"
1/6 Horizontal . . . . .	4.583" x 2.166"
1/6 Vertical . . . . .	2.166" X 4.75"
1/8 Horizontal . . . . .	3.333" x 2.166"
1/8 Vertical . . . . .	2.166" x 3.333"

### Color Format

This publication will be printed using CMYK colors. If a spot color is specified, every attempt will be made to match this color using a CMYK ink mix. It's also recommended the inclusion of an accurate color proof and/or separated laser proofs with artwork submission.

### Preferred Format:

- High-resolution, press-optimized PDF
- All fonts & graphics embedded

### Other Acceptable Formats:

- TIFF, EPS or Photoshop files...must be able to open in software listed above.
- EPS file format for vector images: fonts should be converted to paths/outlines.
- Illustrator file formats: fonts & images must be converted to paths/outlines and embedded.

### Media Accepted:

Electronic files can be submitted as follows:

- Upload your files through our FTP site located at [www.apogeepublications.com](http://www.apogeepublications.com). Click on 'Client Upload' and enter the **username: njlcauser** and the **password: NJLCA789user** (case sensitive).
- Email your files to: [traci@apogeepublications.com](mailto:traci@apogeepublications.com) and please cc: your sales representative for proofing purposes.
- Overnight your artwork to: Apogee Publications, 6528 Greenleaf Avenue, Suite 219, Whittier, CA 90601

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