

New Jersey Landscape Contractor Bi-Annual Magazine

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

New Jersey Landscape Contractors Association



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



We'd like to invite your participation as an advertiser in *The New Jersey Landscape Contractor* magazine, the official bi-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 and is also displayed and given out at all NJLCA monthly meetings held at various locations January through June and September through November each year (9 meetings with attendance of 40-60 contractors at each meeting). Below is a list of locations where the magazine has been displayed and handed out throughout the year:

Aquarius Supply Open House
Shemin Nurseries Open House
John Deere Field Days
Rutgers Turfgrass Field Day in Adelphia, NJ
New Jersey Landscape Trade Show & Conference
NJLCA Annual Golf Outing
E.P. Henry Mid-Atlantic Hardscape Trade Shows

Irrigation Association Winter Technical Seminar
Two Annual NJ Landscape Industry Certification Exams (Previously CLT)
PLANET Day of Service Registration
Various vendor "Open House's, Customer Appreciation Days", etc.

- 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

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Rate Sheet

Premium Position Rates (Full-Color)

| | 1x | 2x |
|---|----------------------------------|----------------------------------|
| 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 |

Insert/Outsert Rates

| | |
|---------|----------------------------------|
| Insert | <input type="checkbox"/> \$1,200 |
| Outsert | <input type="checkbox"/> \$1,800 |

Issues

May _____ October _____

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. Click on 'Client Upload' and enter the **username: njlcauser** and the **password: NJLCA789user** (case sensitive).
- Email your files to: 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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