Advertising and Sponsorship

Media Kit
About the New Jersey Landscape Contractors Association

The New Jersey Landscape Contractors Association is a group of professional landscape contractors dedicated to advancing the integrity, proficiency, profitability and personal growth of the landscape contractor. Members include landscape contractors, architects and designers, along with companies who provide products and services to the landscape industry.

Why You Should Sponsor/Advertise

As a sponsor or advertiser, you will have the unique opportunity to expose your organization and it's offerings to the decision-makers in your target audience.

NJLCA provides opportunities to meet all of your business objectives, including:
- Lead generation
- New product launches
- Brand recognition

NJLCA’s premier event, Landscape New Jersey Trade Show and Conference, attracts over 1200 landscape professionals. The Golf Challenge recently received a makeover and boasts over 120 attendees each year and is a “must attend” networking event. The membership directory is a valuable resource and reference tool for members looking for service providers.

You will find within a wide and diverse range of sponsorship and advertising opportunities - no matter how big or small your budget may be! Remember, in order to have first choice of sponsorship items, and longer recognition of your support, you must reserve your sponsorship or advertisement early.

How to Sponsor:
Contact NJLCA for more information on sponsorship, exhibiting or advertising
Phone: 201-703-3600  E-mail: gwoolcott@njlca.org  Fax: 201-703-3776
## The New Jersey Landscape Contractor Magazine

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 is distributed in May, October and January to over 4,500 industry companies (digitally) and over 525 members (print) that include residential and commercial landscape contractors, landscape installation and maintenance companies, pesticide applications, tree experts, hardscape designers and installers, irrigation installers, as well as universities and state and local government officials.

<table>
<thead>
<tr>
<th>Member Pricing</th>
<th>Non-Member Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>1x</td>
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<tr>
<td>3x</td>
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<tr>
<td>Center Spread</td>
<td>$975</td>
</tr>
<tr>
<td></td>
<td>$875</td>
</tr>
<tr>
<td>Outside Back</td>
<td>$850</td>
</tr>
<tr>
<td></td>
<td>$775</td>
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<tr>
<td>Inside Front</td>
<td>$850</td>
</tr>
<tr>
<td></td>
<td>$775</td>
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**Interior Rates**

<table>
<thead>
<tr>
<th>Full Page</th>
<th>$600</th>
<th>$550</th>
<th>$800</th>
<th>$750</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$325</td>
<td>$275</td>
<td>$525</td>
<td>$475</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$175</td>
<td>$150</td>
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<td>$350</td>
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<tr>
<td>Business Card</td>
<td>$150</td>
<td>$125</td>
<td>$350</td>
<td>$325</td>
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**Deadline:** 30 days prior to issue date

## NJLCA Annual Membership Directory

The annual membership directory provides the most current contact information for NJLCA's 500+ membership. Associate members can also provide a brief description of the services they provide in their listing.

The directory is distributed in January to over 500 member companies that include residential and commercial landscape contractors, landscape installation and maintenance companies, pesticide applications, tree experts, hardscape designers and installers, irrigation installers, as well as universities and state and local government officials.

<table>
<thead>
<tr>
<th>Member Pricing</th>
<th>Non-Member Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$675</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$575</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$575</td>
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**Deadline:** November 15th

## Website and E-mail Blasts

Would you like your ad to be featured on the NJLCA website and/or in our weekly e-blasts that reach approximately 4,500 industry contacts? Your ad can be viewed every week by hundreds of NJLCA members and friends with links and web addresses.

**NJLCA.org Advertising**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Ad (700 x 90 px)</td>
<td>$300/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>Banner Ad (700 x 90 px)</td>
<td>$250/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>1/2 Skyscraper (200 x 350 px)</td>
<td>$175/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>Tile (200 x 200)</td>
<td>$125/mo.</td>
<td>Not available</td>
</tr>
</tbody>
</table>

**E-blast Advertising**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Header Ad (700 x 90 px)</td>
<td>$500/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>Banner Ad (700 x 90 px)</td>
<td>$400/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>Skyscraper 1/2 (200 x 350 px)</td>
<td>$275/mo.</td>
<td>Not available</td>
</tr>
<tr>
<td>Tile (200 x 200)</td>
<td>$225/mo.</td>
<td>Not available</td>
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**Deadline:** 15 days prior to month you would like to have ad begin running

## Monthly Postcard

For the first time ever, the NJLCA is providing a direct mailing opportunity for all of our associate members. As part of our continuous efforts to provide even more value, we have finished developed a brand new marketing piece that will be mailed to both members and non-members every other month.

For those of you that wanted an easy way to reach our members, as well as gain exposure to our mailing list, we have room for (4) individual advertisements located adjacent to the meeting schedule. These advertisements are just $99* a month, are on a first come, first served basis and are only available to NJLCA members.

* 6 month minimum, available to NJLCA members only

**Deadline:** 21 days prior to the month you would like to have the ad begin running
Advertising and Sponsorship Opportunities

Events

Landscape New Jersey Trade Show and Conference

Want to increase your visibility at the Annual Landscape New Jersey Trade Show and Conference? Choose one of a variety of sponsorship opportunities. We’ve added new options--so select the one that is right for you.

**Member Pricing** | **Non-Member Pricing**
--- | ---
eAdvertisement (1/2/3 slides) $55/$95/$125 | $85/$125/$155
Aisle Banner | $250 | $350
6 Window Clings | $250 | $350
12 Window Clings | $450 | $550
Floor Cling | $300 | $500
Pre-Show Attendee Email | $200 | $300
Pre-Show Postcard | $1,150 + postage | $1,500 + postage
Lanyards | $1,500 | $1,950
Swag Bag | $1,500 | $1,950
Swag Bag Insert | $250 | $350

**Buyer’s Guide**

Center Spread | $575 | $675
Outside Back Cover | $425 | $525
Inside Back Cover | $375 | $475
Inside Front Cover | $375 | $475
Full Page | $195 | $245
1/2 Page | $120 | $150
Business Card | $95 | $125

NJLCA Membership Meetings

- Expose you and your business to our members (your customers) and get them in your door.
- Enable your employees to network and develop relationships with contractors and business owners that make purchasing decisions.
- Provide you the opportunity to present your products and services directly to a targeted audience.
- Show your support and commitment to the NJLCA and the green industry itself.
- Support and provide the venue for educational opportunities to our members, helping them grow their businesses and yours.

**Sponsor Responsibilities**

- Provide a location for the meeting (either a warehouse room, storefront, yard, nursery, etc. or a rented location that can accommodate 50-100 attendees) – If the meeting is outdoors, please prepare for inclement weather (meetings are rain or shine).
- Provide a hot buffet style dinner for attendees and guests (we will provide a head count for you and assist you with ordering if needed).
- Provide seating and tables for attendees (NJLCA does have tables and chairs that you may use, provided you can pick them up and return them at our headquarters).
- Give a 20-minute presentation on your products and services.
- Agree to send out a notice to all of your contacts 1 week, 2 days, and the day of the event.
- Provide a giveaway to raffle off and/or special offers the day of the meeting to NJLCA members.

Landscape Industry Certification Exam

Each year, the NJLCA administers an internationally recognized hands-on certification testing program. The certification exam seeks to distinguish proficiency in the landscape workforce, upgrade the status of landscape professional, and provide the public with a means of identifying qualified landscape professionals.

We seek sponsors who believe in the successful growth of our industry and wish to help offset the cost of the exam while having their brand associated with the exam, created by PLANET.

**Member Pricing** | **Non-Member Pricing**
--- | ---
Test Site Sponsor | $2,500 | $3,000
Meal Sponsor | $1,500 | $1,825
Sport Bag Sponsor | $1,300 | $1,625
Embroidered Baseball Cap | $1,000 | $1,325
Logo Water Bottle | $400 | $725
Test Site Module Sponsor | $150 (21 available) | $475

Golf Challenge

Sponsors have an opportunity to reach ALL of your clients from both the IANJ and NJLCA! Sponsorships are open to Distributors, Manufacturers, Contractors, and Individuals on a first come, first serve basis. All sponsorship items are exclusive unless otherwise noted. Sponsorship amount includes cost of item being sponsored.

- Awards Cocktail Reception and Dinner | $3,000
- Pre Tournament Lunch | $1,500
- Golf Gift Bag | $2,500
- Golf Shirt | $2,500
- Golf Gloves | $1,500
- Golf Hat | $1,500
- Golf Balls | $750
- Golf Tees | $500
- Golf Towel | $1,000
- Golf Gloves | $1,500
- Logo Golf Water | $500
- Putting Contest (Million Dollar Prize Shot) | $500
- On-Course Beverage and Snack Cart (2 available) | $1,500 each
- Trophy Sponsor | $1,000
- Special Holes (Closest to Pin, Straightest/Longest) | $350 per hole
- Own the Hole (Sign on tee and green) | $300 per hole
- Tee & Green Hole Signs (36 available) | $175 per sign
Advertising and Sponsorship Opportunities
Registration & Payment Form

- The New Jersey Landscape Contractor Magazine - □ February  □ June  □ October  □ All three issues
  - Ad size: _______________  Qty. _______________  Amount: $______________

- NJLCA Annual Membership Directory
  - Ad size: _______________  Qty. _______________  Amount: $______________

- Website Advertising
  - Ad size: _______________  Month(s): __________  Amount: $______________

- Email Blast Advertising
  - Ad size: _______________  Month(s): __________  Amount: $______________

- Monthly Postcard Ad
  - □ 6 months □ 12 months  Qty: _______________  Amount: $______________

- Landscape New Jersey Trade Show and Conference
  - Sponsorship Type: ________________________________  Amount: $______________

- Landscape Industry Certified Technician Exam
  - Sponsorship Type: ________________________________  Amount: $______________

- NJLCA/IANJ Golf Challenge
  - Sponsorship Type: ________________________________  Amount: $______________

  Advertising and/or Sponsorship Total  $______________

Firm Name_______________________________________  Contact __________________________________________
Address__________________________________________  City_______________________ State ____ Zip__________
Phone ___________________________________________  Email____________________________________________

Payment by:

Check No. __________ or □ VISA □ Mastercard □ Amex □ Discover

Card Number_______________________________________________  Exp. Date ______________ CCV# __________

Signature__________________________________________________________________________________________