



# 2011 CALIFORNIA LANDSCAPING

The Official Publication of the California Landscape Contractors Association

## DEMOGRAPHICS

- California's landscape industry generates close to \$10 billion in retail sales.
- California has over 9,000 landscape service businesses which spend more than \$4 billion in goods and services.
- The California Landscape Contractors Association is the nation's oldest and largest organization of licensed landscape and irrigation specialty contractors. Also included in our membership are landscape suppliers and landscape architects.
- Our members spend over \$1 billion annually on goods and services to run their businesses.
- Our bi-monthly magazine is a comprehensive publication providing California's landscaping professionals with a useful source on business trends and solutions. Articles will cover such subjects as: landscaping techniques, marketing, accounting, employee/employment, and other issues unique to the landscaping industry in California. Also featured are CLCA's programs and services, member profiles, and new products.
- **Circulation:** Distributed to over 11,000 landscaping professionals - licensed landscape contractors, architects, students and business affiliates. The California Landscaping Magazine is a primary source of information to the industry.

## IN EVERY ISSUE

- ◆ Association Report
- ◆ Legislative Update
- ◆ Editorial/Opinion Corner
- ◆ Contractor/Project Profile (when available)
- ◆ "GREEN PAGES" (Buyer's Guide & Index to Advertisers)
- ◆ CLCA News Notes
- ◆ Digital Pencil (green-industry technology when available)
- ◆ California Native Plants
- ◆ Classified
- ◆ At publication, A PDF of the most recent issue along with a list of advertisers and web links is put on the CLCA website on the California Landscaping Magazine Page.  
*Editorial contributions are welcome. Please contact our editor, John Sassaman with editorial ideas, content, writer contributions etc. The publisher reserves the right to accept or reject all or a portion of unsolicited editorial. Contact CLCA headquarters at (916) 830-2780. Feature topics will remain constant. However, secondary articles are subject to change. Advertisers, please check with sales representative prior to each issue.*

## CONTACTS

### CLCA Executive Office

1491 River Park Drive, Suite 100 • Sacramento, CA 95815  
(916) 830-2780 (Ph) (916) 830-2788 (fax)  
www.clca.org

### Publisher

Association Outsource Services, Inc.  
115 Spring Water Way • Folsom, CA 95630  
(916) 990-9999 (Ph) (916) 990-9991 (fax)  
www.aosinc.biz

### Ad Sales Account Executive

DATE:

TO:

FAX:

FROM:

PHONE:

SUBJECT:



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## EDITORIAL PLANNER

*(Dates Subject to Change)*

*Detailed Subject Matter to Come*

ISSUE	SUBJECT FOCUS	AD DEADLINE	PUBLISHING MONTH
2011 Membership Directory		12/11/10	FEBRUARY 2011
Jan/Feb	<b>Focus: <i>Landscape Industry Show</i></b> - Landscape Industry Show – Trade Show Issue February	10/22/10	JANUARY 11
Mar/Apr	<b>Focus: <i>Hardscape Issue</i></b> - The sustainable hardscape: Going green doesn't have to be hard -- but can be - Digital Pencil: How to Make Your Online Photos Shine - Feature on Trophy Award winning landscape	01/14/11	MARCH 2011
May/June	<b>FOCUS: <i>Turf Issue</i></b> - How turf works in a sustainable landscape - How to blend a sustainable landscape into a lawn-intensive neighborhood. - Digital Pencil: Steps to Take on Facebook to Seal the Deal - Feature on Trophy Award winning landscape	03/18/11	MAY 2011
Jul/Aug	<b>FOCUS: <i>Irrigation/Water Issue</i></b> -- Selling Water-efficient Landscapes to Commercial Maintenance Clients -- Maximizing Your Turf Efficiency - Soil Preps (Saving Water by Going Organic) - Selecting the right controller for the job - Edible landscaping - Feature on Trophy Award winning landscape	05/13/11	JULY 2011
Sep/Oct	<b>FOCUS: <i>Lighting</i></b> - Six practical tips to upsell lighting fixtures - Illuminating your LEED certification - Feature on Trophy Award winning landscape - Digital Pencil: Things Prospects Hate/Love About Your Website	07/15/11	SEPTEMBER 2011
Nov/Dec	<b>FOCUS: <i>Trophy Awards and Trucks</i></b> - Trucks: Ready or not, your truck is creating an impression with clients. - Profiting with Alternative Fuel Vehicles - Negotiating end-of-the-year vehicle deals - 2011 Trophy Awards: Celebrating the best in landscape contracting - Digital Pencil: Steps to Increasing Profits with Email Marketing - Feature on Trophy Award winning landscape	09/16/11	NOVEMBER 2011



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### Ad Sales Account Executive

## BLACK & WHITE RATES

	1X	3X	6X	Directory
Full Page	\$2,050	\$1850	\$1,670	\$1,700
1/2 Island	\$1,470	\$1,330	\$1,200	\$1,200
1/2 Page	\$1,310	\$1,180	\$1,070	\$1,100
1/3 Page	\$1,040	\$ 940	\$ 850	\$ 800
1/4 Page	\$ 740	\$ 670	\$ 600	\$ 600
Spread	\$3,070	\$2,760	\$2,480	\$2,600
Inserts	(quoted individually)			

*Discount or promotional rates are not commissionable.*

## COVER RATES

*(4/color included - Non-Cancelable)*

	1X	3X	6X	Directory
Covers (3)	\$3,360	\$3,030	\$2700	\$2,400

## LANDSCAPING RESOURCE GUIDE (GREEN PAGES) RATES

*(Includes color-no black and white rate available)*

	1X	3X	6X	Directory
1 Card (hz.)	\$450	N/A	\$340	N/A
Double Card (vt.)	\$800	N/A	\$600	N/A

## COLOR RATES

**Color (per insertion) \$500**

## GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

## AD DIMENSIONS

Size	Width		Height
Full pg	7-3/8"	x	9-7/8"
1/2 vt	4-7/8"	x	7-3/8"
1/2 hz	7-3/8"	x	4-7/8"
1/3 sq	4-7/8"	x	4-7/8"
1/4 vt	3-5/8"	x	4-7/8"
1/4 hz	4-7/8"	x	3-5/8"
1/8 vt	2-3/8"	x	3-5/8"
1/8 hz	3-5/8"	x	2-3/8"

## Decimal conversions:

3/8" = .325      Type page: 7-3/8" wide x 9-7/8" high  
5/8" = .625      Trim Size: 8-3/8" wide x 10-7/8" high  
7/8" = .875      Bleed Size: 8-5/8" wide x 11-1/8" high

## MECHANICAL REQUIREMENTS

Advertisers must submit camera ready art, matching the exact dimensions of the specified ad, in one of the following formats:

- Press-quality PDF (with bleeds when applicable) **or**
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)
- **All art must be accompanied by a color proof mailed to Association Outsource Services.**

## Submission Methods

**Mail:** CD/DVD to Association Outsource Services, 115 Spring Water Way, Folsom, CA 95630.

**Post electronic file to the AOS FTP at [www.aosinc.biz](http://www.aosinc.biz)**

Please be sure to place your ad art in the correct publication/association folder then in the correct issue folder.

## Ad Design is Available

Contact Lori at Mattas Media for questions regarding artwork and ad design services. (916) 837-5996 or [design@mattasmedia.com](mailto:design@mattasmedia.com)



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## ADVERTISING INVOICE

### COPY AND CONTRACTS REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) AGENCIES placing orders are responsible for payment. 15% commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) PRO-RATE CLAUSE: If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings -no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) Closing dates for insertion orders and camera-ready materials are listed in the editorial calendar. p) Cancellations are not accepted after the Advertising Ad/Contract date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement or pay for space ordered.

**MATERIALS MUST BE RECEIVED** in accordance with the deadline schedule. For detailed artwork submission instructions, see the Mechanical Requirements section listed on the rate sheet.

Advertiser (Name of company being advertised as it will appear in Ad Index)

Agency (if applicable)

Contact

Address

City

State

Zip

Phone

Fax

Email Address

Space Rate: <input type="checkbox"/> member <input type="checkbox"/> non-member	\$	_____
Special Placement (add 15% to gross):	\$	_____
_____	-\$	_____
Insert Charges:	\$	_____
Color Charges:	\$	_____
Design Charges: _____ issue	\$	_____
Net Cost per Insertion:	\$	_____
Number of Insertions:		_____

PLACEMENT: \_\_\_\_\_

ARTWORK:  NEW \_\_\_\_\_  P/U \_\_\_\_\_

ISSUE/DEADLINE	SIZE	SHAPE	COLOR	PRICE
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____
_____	_____	_____	_____	\$ _____

ANNUAL MEMBERSHIP DIRECTORY

\_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
 Index Heading and phone number as it appears in the Advertiser Index

Website as it appears in the Advertiser Index

**This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Mail completed form to: 115 Spring Water Way, Folsom, CA 95630 or FAX to \_\_\_\_\_. Payment made to: Association Outsource Services, Inc. NOTE: All first time advertisers will need to submit payment for the first insertion with their original contract. Please mail contract and payment directly to AOS, Inc.**

Authorizing Signature: \_\_\_\_\_

Name and Title: \_\_\_\_\_

(Please print)

For administrative use only

SR: \_\_\_\_\_

Date Accepted: \_\_\_\_\_