



ALCA Influence

The Official Publication of the Arizona Landscape Contractors Association

DEMOGRAPHICS

- Since 1963, The Arizona Landscape Contractors Association has been representing the interests of the State's licensed landscape and irrigation specialty contractors. Also included in our membership are landscape suppliers and landscape architects.
- ALCA's mission is to provide education and government representation resulting in the enhanced professionalism of members and the public's perception of Landscape Contractors and the Green Industry. Through various programs, we help landscape contractors understand changes in rules, regulations, policies and procedures of regulatory bodies. We offer educational services in terms of financial options available to business owners, business practices, and certification through the Certified Landscape Technician Program.
- Our members alone spend over \$700 million on goods and services each year to run their businesses.
- Our bi-monthly magazine, the *ALCA Influence*, is a comprehensive publication providing Arizona'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 Arizona. Also featured are ALCA's programs and services, as well as member profiles and new products.
- **Circulation:** Distributed to over 2,800 landscaping professionals, licensed landscape contractors, architects, students and business affiliates, the *ALCA Influence* is a primary source of information to the industry in Arizona. We also include the Golf Course Superintendents to our mailing list.
- Our Membership Directory provides our members with contact information and a quick reference for work and services performed.
- Vendors and suppliers will receive full exposure to the Arizona Green Industry through their display ad. Every advertiser is listed in our Resource Guide in each magazine and will be included on our website.

CONTACT INFORMATION

ALCA Headquarters

5425 East Bell Road #105
Scottsdale, AZ 85254
(602) 626-7091
(602) 626-7590 (fax)
www.azlca.com

Publisher

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

Ad Sales Account Executive

DATE:

TO:

FAX:

FROM:

PHONE:

SUBJECT:



ALCA Influence

The Official Publication of the Arizona Landscape Contractors Association

2010 EDITORIAL PLANNER

(DATES SUBJECT TO CHANGE)

- 2010 MEMBERSHIP DIRECTORY** *Advertising Space/Art Deadline March 27, 2010*
- JANUARY/FEBRUARY ISSUE** *Advertising Space/Art Deadline November 26, 2009*
Arizona Excellence IN Awards Issue
Economic Forecast
- MARCH/APRIL ISSUE** *Advertising Space/Art Deadline January 22, 2010*
Plants for Spring
- MAY/JUNE ISSUE** *Advertising Space/Art Deadline March 19, 2010*
Rain Water Harvesting
- JULY/AUGUST ISSUE** *Advertising Space/Art Deadline May 21, 2010*
Pesticides
- SEPTEMBER/OCTOBER ISSUE** *Advertising Space/Art Deadline July 23, 2010*
Best Maintenance Practices
- NOVEMBER/DECEMBER ISSUE** *Advertising Space/Art Deadline September 24, 2010*
Hardscaping in your Landscaping

IN EVERY ISSUE

- ◆ President's Letter
- ◆ Member Updates
- ◆ Safety Articles
- ◆ Human Resource Article
- ◆ Calendar of Events
- ◆ Sponsor Profiles
- ◆ Legislative Updates

Editorial contributions are welcome. The publisher reserves the right to accept or reject all or a portion of unsolicited editorial. All press release and editorial requests should be submitted to the ALCA office at (602) 626-7091.

Articles are subject to change. Advertisers, please check with sales representative prior to each issue.



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Ad Sales Account Executive

BLACK & WHITE RATES

	<u>1X</u>	<u>6X</u>	<u>Directory</u>
Full Page	\$1,200	\$1,000	\$800
1/2 Page	\$720	\$625	\$560
1/4 Page	\$510	\$440	\$400
1/8 Page	\$450	\$375	N/A

DIGITAL BUSINESS CARD (on website and in digital version of the magazine) \$900 per annual contract includes color and six insertions. Must be paid up front.

*Directory ads are black & white with the exception of the cover and tabs.
 ALCA Members receive a 20% discount off of the above rates.
 Discount, color and promotional rates are not commissionable.*

SPECIAL PLACEMENTS

(4/color included - Non-Cancelable)

	<u>1X</u>	<u>6X</u>	<u>Directory</u>
Covers	\$1,500	\$1,300	\$1,200
Inserts	\$1,725	\$1,500	N/A
Tabs (Directory)	N/A	N/A	\$1,000

COLOR RATES (TO BE ADDED TO B/W RATES ABOVE)

Color (per insertion) \$500 (MEMBER RATE \$300)

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.

MAGAZINE AD DIMENSIONS

<u>Size</u>	<u>Width</u>		<u>Height</u>
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"
1/4 vt	3-5/8"	x	4-7/8"
1/8 hz	2-3/8"	x	3-5/8"
Digital Business card	2-3/8"	x	3-5/8"

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

DIRECTORY AD DIMENSIONS

<u>Size</u>	<u>Width</u>		<u>Height</u>
Full pg	4-3/4"	x	7-1/2"
1/2	4-3/4"	x	3-3/4"
1/4	3-1/2"	x	2"

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 color 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

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



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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 space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 75% cancellation fee will be charged. **MATERIALS MUST BE RECEIVED** in accordance with the deadline schedule. For detailed artwork submission instructions, please see the Mechanical Requirements section listed on the rate sheet.

Advertiser (Name of advertising company 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 Association Outsource Services, Inc.**

Authorizing Signature: _____

Name and Title: _____
(Please print)

For administrative use only

SR: _____

Date Accepted: _____