

ALCA
Contract with Landscape Experts

ADVERTISING CONTACT

AOS, Inc.

9580 Oak Avenue Parkway,
Suite 7-273
Folsom, CA 95630
Phone: (916) 990-9999
cicit@aosinc.biz
www.aosinc.biz

ARIZONA LANDSCAPE CONTRACTORS' ASSOCIATION

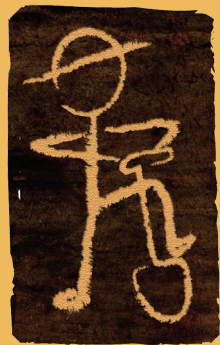
5425 E Bell Road, Suite 105
Scottsdale, Arizona 85254
Phone: 602-626-7091
Fax: 602-626-7590
www.azlca.com



ALCA INFLUENCE 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 workshops available to business owners, business practices, and certification through the Arizona Certified Landscape Professional and Sustainable Landscape Management programs.
- 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 2,000 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.





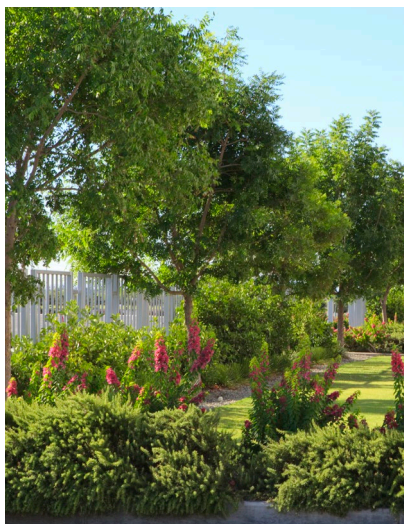
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Home Page Web Brick Ads

(Rates Per Monthly Insertion)

1 Month	3 Months	6 Months	12 Months
\$500 (each)	\$450 (each)	\$385 (each)	\$300 (each)

Square ads on right side of home page: 180 X 150 pixels
JPG format only

All web ad contracts must have payment received in full prior to your ad appearing on the ALCA website. Advertisers in the ALCA Influence Magazine can earn free insertions. Please contact Cici Trino at (916) 990-9999 or cicit@aosinc.biz to see how you may earn a complimentary quarter on the ALCA Website

2016 EDITORIAL PLANNER/DEADLINES

(Dates Subject to Change)

Jan/Feb

DEADLINE: December 4, 2015

- Announcing Excellence In Landscaping Awards
- B'S fa

Mar/Apr

DEADLINE: January 22, 2016

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- Safety Pays

May/June

DEADLINE: March 18, 2016

- Using Chemical tools for smooth turf transition
- Value of Low Voltage Lighting in Your Landscape Project

July/Aug

DEADLINE: May 20, 2016

- Smart Irrigation Month - Retention basin challenges: watering slopes, drainage, mosquitos
- Tool Box Tricks - Keeping tools in good shape

Sept/Oct

DEADLINE: July 22, 2016

- Business Development
- Retention Basin Challenges: Watering Slopes, Drainage, Mosquitos

Nov/Dec

DEADLINE: September 23, 2016

- Pest Alert- should you be concerned ?
- OPM Licensing Talk - What can you legally treat in the field?

ALCA Membership Directory

DEADLINE: April 8, 2016



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2016 BLACK AND WHITE AD RATES

	1X	6X	DIRECTORY
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)

	1X	6X	DIRECTORY
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

SIZE	WIDTH	HEIGHT	SIZE	WIDTH	HEIGHT
Full Page – bleeds	8.375" x	10.875" trim	1/2 Page – vert.	4.875" x	7.375"
total with bleed:	8.625" x	11.125"	1/2 Page – horiz.	7.375" x	4.875"
live area/type area:	7.375" x	9.875"	1/4 Page – vert.	3.375" x	4.875"
Full Page – float	7.375" x	9.875"	1/4 Page – horiz.	4.875" x	3.375"
Digital Business Card	3.625" x	2.375"	1/8 Page – horiz.	3.625" x	2.375"

DIRECTORY AD DIMENSIONS

Full page	4.75" x	7.5"
1/2	4.75" x	3.75"
1/4	3.5" x	2"

MECHANICAL REQUIREMENTS

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

No other formats are accepted:

- Press-quality PDF (with bleeds on full page ads **only**) or
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)
- Publication is printed in a 4-color process. Exact color may not be matched. If concerned, mail a color proof to AOS, Inc. 9580 Oak Avenue Parkway, Suite 7-273 Folsom, CA 95630

Submission methods:

- Mail: CD/DVD to Association Outsource Services.
9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630.
- Email: to your ad rep - Include the name of the publication and the name of the advertiser in the subject line. In the body of the email, include art contact information: name and phone number.
- Post electronic file to the AOS FTP at www.aosinc.biz

ALCA INFLUENCE INSERTION ORDER

Advertising Invoice

Advertiser (name of company or product being advertised) _____

Contact Name / Agency Name (if applicable) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

Web Site _____ Marketing Phone _____

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 twelvemonth period, starts from the date of the first insertion. Twelvemonth 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 nondelivery 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 cameraready 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. Position and color charges, provided however that said commission may be forfeit on invoices remaining unpaid 60 days following date of invoice. 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.

MATERIALS: Advertiser or authorized agency must forward all art materials and contract to:

AOS, Inc. – 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630.
Submit artwork only online: www.aosinc.biz

For questions regarding your ad, please contact your sales representative:

at (____) _____

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

Artwork: New pick up from: _____

Index Heading: _____

Placement: _____

ISSUE/DIRECTORY/WEB AD	SIZE	SHAPE	COLOR	PRICE
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Please scan and email completed and signed form to _____, or Fax to _____.

NOTE: All first time advertisers will need to submit payment for the first insertion with their original contract. Payment is to be made by check only to: **Association Outsource Services, Inc.** 9580 Oak Avenue Parkway, Suite 7-273, Folsom, CA 95630

Authorizing Signature _____ Date _____

Name and Title (Please Print) _____

For administrative use only

SR: _____ Date _____

VP: _____ Date _____

File: _____ Date _____