

2022 ALCA PRUNING GUIDE

The Arizona Landscape Contractors' Association (ALCA) continually updates and makes improvements to their educational programs. Improper tree and shrub pruning is one of the most difficult challenges to educate not only our industry but the public at large.

ALCA has created a publication, "The First 100 Plant Pruning Schedule", a guide for proper pruning of 100 common plants found in the Desert Southwest.

Pruning is the intentional removal of plant parts. Pruning should only be done when necessary and at the right time of year and use the natural growth form of the plant as the goal. Along with photos, each page in the publication will include the bloom period, pruning time, proper pruning techniques and helpful tips for trees, palms, groundcovers, vines, shrubs, flowering perennials, cacti, non-cacti succulents and grasses.

Arizona Landscape companies and professionals may promote their businesses in this useful guide which will be distributed to landscape designers, contractors and homeowners. Our first issue will have a distribution of at least 1,000 with updated versions being provided as we move forward.

Highlight your business to your current and potential clients with an attractive insertion in the ALCA's initial Pruning Guide, "The First 100 Plant Pruning Schedule". Please see information below.



ALCA
Contract with Landscape Experts



2022 RATES (4/color included — Non-cancelable)

Inside Covers	\$ 1,400
Tabs	\$ 950
1/2 Page	\$ 750

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.

DIRECTORY AD DIMENSIONS (NO BLEEDS)

SIZE	WIDTH	HEIGHT
Full Page/Tabs/Covers	4.75" x	7.5"
1/2 Page Horizontal	4.75" x	3.75"

TAB OPTIONS

Tab 1 – Trees

Tab 2 – Palms and Palm-Like

Tab 3 – Groundcovers

Tab 4 – Vines

Tab 5 – Shrubs and Flowering Perennials

Tab 6 – Cacti

Tab 7 – Non-Cacti Succulents

Tab 8 – Grasses

MECHANICAL REQUIREMENTS

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

Accepted formats:

- Press-quality PDF (No Bleeds) or
- 300 dpi TIFF or EPS (No JPGs) (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. P.O. Box 39, Fair Oaks, CA 95628

SUBMISSION METHODS:

- 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.

ADVERTISING CONTACT

AOS, Inc.

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