



APLD® Advertising Options

ABOUT APLD

The Association of Professional Landscape Designers® is an international organization that was formed in 1989 and is dedicated to promoting and supporting the highly qualified professional landscape designer.

Among the organization's goals are:

- To establish standards of excellence for the landscape design profession.
- Support and encourage an ethical standard of practice that promotes responsible development, conserves natural resources and improves quality of life.
- Provide information and educational opportunities on state-of-the-art technologies and practices that advance the profession of landscape design.
- Encourage and support the preservation of historically significant landscapes.

RIGHTS OF THE PUBLISHER

APLD reserves the right to refuse or to edit any advertisement for any reason it deems necessary.

ACCEPTANCE TERMS FOR ADVERTISING

- Discounted rates for APLD members only.
- Enclosed insertion contract must be used.
- Ads are non-commissionable.
- Net due 30 days. 1% interest after 30 days.
- No refunds will be granted for cancellations of advertising after the stated deadline for the publication.

THE DESIGNER

Distributed quarterly to more than 1,300 members and related organizations.

- Contains specific editorial features, industry news, member activities and upcoming events.
- Ads available in full color.
- Discounts for APLD members and special 4x rates.
- Deadlines: Feb. 1 (For Spring issue)
May 1 (For Summer issue)
Aug. 1 (For Fall issue)
Nov. 1 (For Winter issue)

ONLINE NEWSLETTER

- Distributed monthly to all members with e-mail.
- Verbiage of 100 words, approximately 4 to 6 sentences, allowed.
- Include a link to your Website.

MEMBERSHIP LABELS

- Available in label-format only.
- Over 500 names of landscape designers included!
- Available *free-of-charge* once each year to Allied Members.

THE DESIGNER (QUARTERLY PUBLICATION-RATES ARE PER ISSUE)

Ad Size	Ad Dimensions (trim size)	APLD Member		Non-Member	
		1x	4x	1x	4x
Full Page	8.5" w x 11" h	\$400	\$350	\$500	\$450
2 Column	5.5" w x 11" h	\$350	\$300	\$450	\$400
½ Page Horizontal	8.5" w x 5.5" h	\$300	\$250	\$400	\$350
1 Column	3" w x 11" h	\$250	\$200	\$350	\$300
2 Column Half	6" w x 5.5" h	\$250	\$200	\$350	\$300
Inside Front	8.5" w x 11" h	\$500		\$625	
Inside Back	8.5" w x 11" h	\$400		\$500	
Outside Back	8.5" w x 4.5" h	\$300		\$375	

DESIGN ONLINE (MONTHLY E-NEWSLETTER)

APLD offers the opportunity for companies to promote their product to those members with e-mail through our monthly *Design Online*. You must keep your ad to 100 words or less. A link to your Webpage can also be included.

MEMBERSHIP LABELS

APLD offers its listing of members for the information and convenience of the public and other Landscape Designers. The list is available in label format only. Purchasing the list allows for its use ONE TIME ONLY.

PRINT SPECIFICATIONS

FILE FORMAT:

We accept the following file formats JPG, EPS, AI, PSD and PDF.

BLEED & TRIM SIZE:

Add .125" bleed to all ad submission sizes listed above. Keep all important type and information .25" from the trim size of your ad or it may be cut off during printing.

RESOLUTION:

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the Web are done at a low screen resolution of 72 dpi. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

COLOR MODE:

All color artwork and/or images must be provided in CMYK.

FONTS:

1. Fonts must be embedded in PDF files.
2. Fonts must be outlined or converted to paths or curves in EPS files.
3. Some fonts have copyright restrictions and will not embed in PDF Files.

Please call 717-238-9780 or email ads@apld.org for additional specs or questions.

APLD[®] Insertion Contract

Advertiser/Company Name: _____ Date: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Email: _____

THE DESIGNER:

- Spring issue (deadline February 1)
- Summer issue (deadline May 1)
- Fall issue (deadline August 1)
- Winter issue (deadline November 1)

Ad Size/Position

Artwork: Enclosed To follow Use previous artwork on file

ONLINE NEWSLETTER:

Fee Structure (for one issue)

APLD Member - \$25

Educator/Institution - \$75

Non-Member - \$125

Affiliated Organization - \$100

Month for Publication

January

April

July

October

February

May

August

November

March

June

September

December

Verbiage: Enclosed To follow (e-mail to ads@apl.org) Use previous verbiage on file

MEMBERSHIP LABELS:

Certified Member - \$75

Educator - \$75

Student Members - \$75

Educational Affiliate - \$75.00

Non-Member - \$500.00

Allied Members - \$100.00 (Free one time per year)

METHOD OF PAYMENT (CHECK ONE)

Amount Enclosed \$ _____

Check or Money Order enclosed. Make check payable to APLD.

MasterCard

VISA

Credit Card #: _____ Security Code (3-digit #): _____ Exp. Date ____/____/____

Name on Card: _____ Signature: _____

Please return Insertion Contract, payment and camera-ready materials to:

APLD • 4305 North Sixth Street, Suite A • Harrisburg, PA 17110 • 717-238-9780 • 717-238-9985 Fax