The Insider’s Advantage
Four Paths to Connect with Landscape Architecture Professionals
ASLA at a Glance

The American Society of Landscape Architects (ASLA) is the world’s preeminent association representing landscape architecture professionals and students.

**Founded in 1899**

ASLA is the oldest and largest organization of landscape architecture professionals

**Landscape Architecture Magazine (LAM)**

the most highly respected and authoritative magazine serving landscape architecture professionals, in print and online

**ASLA Fellowship**

the highest honor bestowed upon an individual in the profession

**ASLA Conference on Landscape Architecture**

the largest annual gathering of landscape architects in the world

**ASLA Awards**

the most prestigious design awards in landscape architecture

**ASLA Member Projects (in alphabetical order)**

- Academic campuses
- Conservation areas
- Corporate campuses
- Gardens and arboreta
- Historic preservation/restoration
- Hospitality and resorts
- Institutions
- Interior landscapes
- Land planning
- Landscape art
- Monuments
- Parks and recreation
- Reclamation
- Residential
- Security design
- Stormwater management
- Streetscapes and public spaces
- Therapeutic gardens
- Transportation corridors
- Urban design

FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG
Four Paths

ASLA offers you four ways to connect your company to the $140 billion landscape architecture market:

1. **Advertise**
   in *Landscape Architecture Magazine* (LAM) to enhance your brand and increase sales to the landscape architecture industry. It is a critical part of an effective marketing program through ASLA.

2. **Join**
   as an ASLA Corporate Member for access to networking opportunities and direct mail usage.

3. **Exhibit**
   at the annual ASLA Conference on Landscape Architecture to meet with sales prospects face-to-face.

4. **Sponsor**
   the ASLA Conference on Landscape Architecture to maximize your company’s Conference participation.

Partnering with ASLA gives you comprehensive exposure. We are delighted to work with you to create a plan that suits your strategy and budget.

Details on all of these marketing opportunities:
[https://advertise.asla.org](https://advertise.asla.org)
As the official member publication of ASLA, LAM is able to address the interest and informational needs of landscape architecture professionals better than any other publication serving this market.

ASLA’s Landscape Architecture Magazine (LAM) is the premier resource for landscape architecture professionals. It is the one-stop resource for new ideas, innovative products, creative designs, best business practices, and issues impacting the profession. Surveys show that the majority of LAM readers keep each issue as a reference for more than a year.

Additionally, advertisers can purchase advertising in LAM with confidence because LAM is the only publication serving this field with an audited circulation (Alliance for Audited Media).
As a result of advertising in LAM:

85%

- used advertisement for product ideas for projects or specified the advertiser’s product in a project

65%

- visited the advertiser’s website

38%

- contacted the advertiser

Here’s what landscape architects say about LAM:

“I love this magazine!! One of the most fun-to-read magazines on any topic! Keep up the great work!”

“I am continually impressed with the range of topics and quality of writing.”

“LAM is an important resource to our profession.”

Source: LAM 2021 Readership Survey

Our readers are decision makers:

85%

- analyze, plan, design, and specify products and services

Audience demographics:

73%

- landscape architects or designers

At the forefront of landscape architecture design:

LAM’s cutting-edge feature articles consistently win awards. In just in the last two years, LAM won the following prestigious awards:

2021
- LAM won the Jesse H. Neal Awards in multiple categories in 2021. The awards are commonly known as the “Pulitzer Prize of Business Journalism” from Association Media & Publishing.
- Best Overall Art Direction/Design
- Best Single Article — “Lethal Glass Landscapes”
- Best Profile — “Hell of Fun (Claude Cormier)”

2020
- LAM was honored with multiple EXCEL Awards from Association Media & Publishing in 2020.
- Feature Article (Gold) — “The Schoolyard is Sick”
- Single Topic Issue (Gold) — “Trees Issue”
- Feature Article Design (Silver) — “In Kilauea’s Wake”
- General Excellence (Silver) — Landscape Architecture Magazine
- Feature Article Design (Bronze) — “Garden Funk”
2022 Advertising Rates

Agency Discounts
Agencies of record are eligible to receive a 15% discount on rates.

Bonus
Sign a 12-month full-page display advertising contract by January 31, 2022, and receive a free full-page advertisement in the Annual Product Directory (December 2022 LAM issue).

To learn more, visit: https://advertise.asla.org/lam-advertising.

<table>
<thead>
<tr>
<th>Display Ads: 4-Color</th>
<th>Width X Height</th>
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<td>2,415</td>
<td>2,315</td>
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<td>2,495</td>
<td>2,415</td>
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<td>2,185</td>
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* Suggested Live Area: 8.75” x 10.25” Trim Size: 9” x 10.5”
Gain Year-Round Exposure with a Single Ad Buy

Reserve space by September 5, 2022
Materials due by September 9, 2022

The LAM Annual Product Directory should be the foundation of your marketing strategy.

Your benefits:
- Point-of-purchase exposure when buyers are searching for products
- Detailed descriptions of your products’ performance and sustainability
- Direct access to your website through search optimization and hyperlinks
- Year-round advertising exposure—saved and used as a desktop reference
- Brand awareness

You will receive:
- One full-page, four-color, fixed-format advertisement
- Up to four images, plus your logo and marketing verbiage
2022 Editorial Calendar
(subject to change)

For more details and deadlines on 2022 specifications and materials submission, visit:

<table>
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<tr>
<th>Months</th>
<th>Features</th>
<th>Goods Department</th>
<th>Sales Close</th>
<th>Space/Material Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Urban parks</td>
<td>Tech</td>
<td>11/22/21</td>
<td>11/26/21</td>
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<td></td>
<td>Flood resilience</td>
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<td>Wildlife habitats</td>
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<td>February</td>
<td>Historic landscapes</td>
<td>Fire &amp; Heat</td>
<td>12/13/21</td>
<td>12/17/21</td>
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<td></td>
<td>Student projects</td>
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<td></td>
<td>Small parks and gardens</td>
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<tr>
<td>March</td>
<td>Rural community design</td>
<td>Residential Furnishings</td>
<td>1/18/22</td>
<td>1/21/22</td>
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<td></td>
<td>Campus planning</td>
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<td>Practice</td>
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<tr>
<td>April</td>
<td>Rural community design</td>
<td>Plants</td>
<td>2/14/22</td>
<td>2/18/22</td>
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<td>World Landscape Architecture Month</td>
<td>Campus planning</td>
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<td></td>
<td>Practice</td>
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<tr>
<td>May</td>
<td>Street design</td>
<td>Planters</td>
<td>3/21/22</td>
<td>3/25/22</td>
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<td>Large landscapes</td>
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<td>Practice</td>
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<td>June</td>
<td>Waterfront projects</td>
<td>Lighting</td>
<td>4/18/22</td>
<td>4/22/22</td>
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<td>Technology</td>
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<td>Community-led design</td>
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<td>Residential design</td>
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<td>5/23/22</td>
<td>5/27/22</td>
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<td>Technology</td>
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<td>Trails and greenways</td>
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<td>August</td>
<td>Riverfront projects</td>
<td>Parks &amp; Playgrounds</td>
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<td>September</td>
<td>Planning projects</td>
<td>Public Furnishings</td>
<td>7/18/22</td>
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<td>Trees</td>
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<td>Technology</td>
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### Landscape Architecture Magazine

<table>
<thead>
<tr>
<th>Months</th>
<th>Features</th>
<th>Goods Department</th>
<th>Sales Close</th>
<th>Space/Material Dates</th>
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<tbody>
<tr>
<td><strong>October</strong></td>
<td><strong>ASLA Annual Award Issue</strong></td>
<td>Shade &amp; Structures</td>
<td><strong>8/22/22</strong></td>
<td><strong>8/26/22</strong></td>
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<td></td>
<td>The 2022 Professional Awards</td>
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<td>The 2022 Student Awards</td>
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<td>The Landmark Award</td>
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<td>ASLA Honors</td>
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<td><strong>November</strong></td>
<td><strong>ASLA Annual EXPO Issue</strong></td>
<td>EXPO Exhibitors</td>
<td><strong>9/19/22</strong></td>
<td><strong>9/23/22</strong></td>
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<tr>
<td></td>
<td>Regional Focus: Northwest</td>
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<td><strong>December</strong></td>
<td><strong>LAM Product Directory</strong></td>
<td>Bikes &amp; Transit</td>
<td><strong>10/17/22</strong></td>
<td><strong>10/21/22</strong></td>
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<td>Water</td>
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<td>Small firm focus</td>
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<td>Planting design</td>
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<td></td>
<td><strong>Annual Product Directory</strong></td>
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<td><strong>9/5/22</strong></td>
<td><strong>9/9/22</strong></td>
</tr>
</tbody>
</table>

### LAM Editorial Team

- **LEAH GHAZARIAN**
  Production Editor

- **CHRIS MCGEE**
  Art Director

- **EMILY DAVIDSON**
  Editorial Design Assistant

- **LISA SHULTZ**
  Copy Chief

- **JENNIFER REUT**
  Acting Editor in Chief
Join ASLA and Connect with Your Clients

Become an ASLA Corporate Member to reach more than 15,000 landscape architecture professionals worldwide. As a corporate member you have the exclusive opportunity to meet landscape professionals personally through chapter events. The Corporate Member program provides networking opportunities, brand exposure, and access to members-only professional resources.

To learn more and apply online, visit: https://advertise.asla.org/corporate-memberships/.
Corporate Member Benefits:

- Direct access to 15,000+ members through use of the ASLA USPS mailing list up to four times per year
- ASLA corporate member logo use in your advertising and marketing materials
- Opportunity to join up to three Professional Practice Networks (PPNs)
- Access to quarterly industry economic and marketing insights
- Quarterly recognition in an ASLA-created full-page advertisement in Landscape Architecture Magazine, thanking all Corporate Members
- Regular legislative and policy updates from the ASLA Government Affairs department
- Access/participation/outreach with an ASLA chapter of your choosing (chapter membership is not automatically included)
- Complimentary subscriptions to Landscape Architecture Magazine; LAND, ASLA’s bi-weekly member e-newsletter; The Landscape Report, a twice-weekly news source roundup exclusively for members; The Dirt, a weekly email on the latest built and natural environments and feature stories on landscape architecture; and The Field, a Professional Practice Network e-newsletter

Corporate Member and an Exhibitor?

Recognition at the ASLA Annual Conference on Landscape Architecture for corporate members who exhibit includes:

- Floor decal at booth identifying you as an ASLA corporate member
- Acknowledgment in printed materials

Annually

$1,950
The largest landscape architecture conference in the world takes place just once a year, attracting more than 6,000 attendees and 350 exhibitors.

EXPO

We provide exciting programming on the EXPO floor that draws landscape architects, designers, contractors, and planners that have decision making authority with more than eight (8) hours of time dedicated to EXPO only hours.

Sample programming includes:

- Design Day – dedicated to enhancing the exhibitor and decision-making relationship
- Education sessions that qualify for LA CES credit
- Food and beverage function each day
- Product and service demonstrations through “Explore the Floor” tours
- Author signings in the bookstore
- Face-to-face conversations with popular speakers after their session is completed
- High-interest sketch demonstrations
Why Exhibit?

98* average leads per booth acquired at ASLA EXPO

95% of exhibitors say the EXPO meets or exceeds their goals and expectations*

80% of attendees purchased or planned to purchase products viewed at the EXPO

* Source: 2019 EXPO lead retrieval statistics

Conference attendees are global

Attendees represent ALL

50 STATES

plus Washington, DC and Puerto Rico

Attendees represent

30 COUNTRIES

from around the world
Meaningful Experiences Happen Here

Top categories represented by attendees*

- 78% Landscape Architects and allied professions
- 15% Students
- 10% Other

Within the Landscape Architects and Designers category, top practices represented

- 56% Private design or multidisciplinary firm
- 23% Academic institution or federal/state government
- Supplier, manufacturer, or other not-for-profit
- 6% Other
- 12%

68% indicate ASLA EXPO is the only national trade show they will attend each year

84% purchased/specified products they viewed at the EXPO

58% of attendees have final approval on all purchasing decisions or have the authority to specify products

4–6 hours

average number of hours attendees spend on the EXPO floor networking with exhibitors

$5 M to over $50 M

attendees purchase $5-50M+ in products each year

* Experient registration data and ASLA Conference on Landscape Architecture attendee survey.
2022 Exhibitors will receive

- One complimentary full conference registration and two booth personal registrations per 10’ x 10’ booth
- Complimentary, customizable guest passes—so you may personally invite your customers and prospects to the show ($85 value each). Passes are not to be used for exhibitor booth staff
- The official annual conference exhibitor logo for use in print and digital advertising as well as social media channels
- Opportunity to participate in the ASLA/ACE Mentor Program Legacy Project and give back to the local community
- Three listings in the onsite program: alphabetically by company, numerically by booth number, and by product category

- Exhibitors may place press releases and kits in the ASLA press room to promote their products to the more than 25 industry media representatives who participate each year—a great way to introduce new products to the profession
- Opportunity to sponsor an ASLA official event during the conference in meetings and special events before and after the conference hours to maximize the opportunity
- Two free mailing lists—a pre-registered attendee list 30 days before the conference, and a final registered attendee list 30 days after the conference

Pricing

<table>
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<tr>
<th>Booth Size</th>
<th>By November 22, 2021</th>
<th>After November 22, 2021*</th>
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<tbody>
<tr>
<td>10’ x 10’ In-line</td>
<td>$3,700</td>
<td>$3,900</td>
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<tr>
<td>10’ x 20’ In-line</td>
<td>$7,400</td>
<td>$7,800</td>
</tr>
<tr>
<td>20’ x 20’ Island</td>
<td>$14,800</td>
<td>$15,600</td>
</tr>
<tr>
<td>20’ x 30’ Island</td>
<td>$22,200</td>
<td>$23,400</td>
</tr>
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</table>

* After November 22, 2021, a premium cost will be charged for corner, endcap and island exhibits

“We choose to exhibit at the ASLA Conference on Landscape Architecture because it allows us to share our mission & products with a sizeable, diverse, and involved audience.”

Dave MacKenzie
Owner
LiveRoof & LiveWall
Exhibit Hall Dates and Hours
San Francisco, California, Moscone Center
Conference Dates:
November 11–14, 2022

Exhibitor Load-In
Thursday, November 10
9:00 AM – 5:00 PM
Friday, November 11
9:00 AM – 5:00 PM

EXPO Hours
Saturday, November 12
9:30 AM – 6:00 PM
Sunday, November 13
10:00 AM – 2:00 PM

Exhibitor Load-Out
Sunday, November 13
2:00 PM – 6:00 PM
Monday, November 14
9:00 AM – 3:00 PM

* Schedule subject to change
Sponsorship

Maximize your participation at the Conference on Landscape Architecture by becoming an official sponsor. ASLA offers you many exclusive promotional opportunities that will align with your company’s marketing plan and strategy for your fourth quarter goals.

**How does it work?**

Visit [https://advertise.asla.org/sponsorships/](https://advertise.asla.org/sponsorships/) to view each unique sponsorship opportunity available. Once you have selected a sponsorship activation, your sponsorship will fall into one of our three partner categories: supporting, general or premium sponsor. Your organization will receive all benefits related to your unique sponsorship plus the benefits offered in the corresponding partner category.

<table>
<thead>
<tr>
<th>Premium Level</th>
<th>General Level</th>
<th>Supporting Level</th>
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</thead>
<tbody>
<tr>
<td>Two-to-three-minute introductory remarks at the event you have sponsored (excluding education program sponsor).</td>
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<tr>
<td>A 300-word feature article on your company and your products/services — including photos and hyperlinks — in LAND, ASLA’s biweekly e-newsletter (circulation 13,000+).</td>
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<tr>
<td>One full-page, four-color advertisement in the on-site print program (if purchased by July 31).</td>
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<tr>
<td>Choice of two complimentary tickets to the Council of Fellows Investiture Dinner or the President’s Dinner, which features the presentation of ASLA Honors and Installation of Officers.</td>
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</tr>
<tr>
<td>We will hyperlink to your company’s website when your company’s logo appears for sponsor recognition on the ASLA Conference on Landscape Architecture website.</td>
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<tr>
<td>Your logo and booth number displayed in an advertisement to appear in <em>Landscape Architecture Magazine</em>, thanking General and Premier level sponsors (if purchased by July 31).</td>
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<tr>
<td>Logo presence on conference signage highlighting sponsors.</td>
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<tr>
<td>Your company recognized as a Sponsor of the Conference during the Conference’s general session.</td>
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<tr>
<td>Your logo will appear on the ASLA Conference on Landscape Architecture website and in the Conference’s printed on-site program (provided to all attendees), recognizing your company as a valuable sponsor of the Conference.</td>
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<tr>
<td>Sponsor ribbons on name badges of all your company representatives.</td>
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Design Day

The goal of “Design Day” is to create an environment that positions ASLA’s exhibitors as thought leaders.

Design Day was developed to highlight the products, in-depth knowledge, and sophisticated practices of ASLA’s exhibiting partners. ASLA knows that landscape architects have a real interest in growing their professional skills and that education is key in their development. Design Day will allow ASLA’s industry partners to present products and services to the conference attendees in an educational format, tell their business story, and earn the respect of life-long learners.

Sample elements of “Design Day” will include an opportunity for exhibitors to:
- Host “Lunch and Learn” sessions
- Present a session in the “Learning Lab” space
- Participate in “Explore the Floor Tours”
- Product demonstrations

FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG
The ASLA Fund’s mission is to invest in global, social, and environmental change through the art and science of landscape architecture. As the 501(c)(3) charitable foundation of the American Society of Landscape Architects, it is supported by tax-deductible contributions from ASLA members and others who care deeply about people and the planet. The ASLA Fund allows ASLA to develop, pilot, and incubate new approaches to supporting the work of landscape architects and related professions as we connect in new ways, and to address climate change, environmental justice, and building community. That’s why your support for the Fund is so crucial.

Please consider making a donation to the ASLA Fund.
For more information or to donate, visit: https://asla.org/donate.

The Fund supports:
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