ASLA 2023 Engagement Kit
The Most Effective Place to Connect with Landscape Architects

https://advertise.asla.org
Partner with ASLA

Your company wants to find landscape architects and meet them where they are. Look no further! ASLA is where landscape architects go to learn, connect, and grow.

Founded in 1899

ASLA is the oldest and largest organization of landscape architecture professionals
Maximize Your Impact

Advertise

Landscape Architecture Magazine is the source that landscape architects go to for new ideas and to stay current in the field. Our print (and soon digital!) offerings put you in front of landscape architects when they need you most.

Exhibit

The EXPO at the ASLA Annual Conference on Landscape Architecture allows professionals to explore hundreds of new products, services, technology applications, and design solutions to utilize on projects of all sizes—all under one roof!

Join

Join ASLA as a Corporate Member shows our members and landscape architects that you are a part of the Society and profession, and aligned with the values our members find important. There are many valuable benefits for you when you join!

Sponsor

Maximize your participation and brand-building at the ASLA Conference on Landscape Architecture, and during other ASLA in-person and virtual events, by becoming an official ASLA sponsor. Great benefits are available for our sponsors!

ASLA by the numbers

>15K Current Members  >6K Conference Attendees  $140B Landscape Architecture Industry Size

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

FOR MORE DETAILS VISIT 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.

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

Source: LAM 2021 Readership Survey

OUR READERS ARE DECISION MAKERS

85%
analyze, plan, design, and specify products and services

73%
landscape architects or designers

AUDIENCE DEMOGRAPHICS

FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG
Gain Year-Round Exposure with a Single Ad Buy

Reserve space by September 5, 2023  
Materials due by September 8, 2023

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

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.”

AT THE FOREFRONT OF LANDSCAPE ARCHITECTURE DESIGN

LAM’s cutting-edge feature articles and art design consistently win awards year after year. In just 2022, LAM won the following prestigious awards:

2022 JESSE H. NEAL AWARDS
LAM received six nominations for the Jesse H. Neal Awards in multiple categories in 2022. The awards are commonly known as the “Pulitzer Prize of Business Journalism” from Association Media & Publishing. LAM won the following:
Best Cover — May 2021 (Silver Lake)  
Best Art Direction for a Single Article — September 2021 (“Worlds Away”)

2022 EXCEL AWARDS
LAM was also honored with six nominations for the EXCEL Awards from Association Media & Publishing in 2022. LAM won the following:
Design Excellence (Gold) — April/May/June 2021 Issues  
Feature Article Design (Gold) — September 2021 (“Worlds Away”)
2023 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, 2023, and receive a free full-page advertisement in the Annual Product Directory (December 2023 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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<th>3X</th>
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<th>9X</th>
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Full Page Spread
Trim Size: 18" x 10.5"
Bleed Size: 18.25" x 10.75"

Full Page*
Trim Size: 9" x 10.5"
Bleed Size: 9.25" x 10.75"

Half Page
8" x 4.5"

2/3 Page Vertical
5.3" x 9.25"

1/3 Page Vertical
2.6" x 9.25"

1/3 Page Square
5.3" x 4.5"

1/4 Page
4" x 4.5"

1/8 Page
2" x 4.5"

* Suggested Live Area: 8.75" x 10.25" Trim Size: 9" x 10.5"

FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG
# 2023 Editorial Calendar

*(subject to change)*


<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>
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<td>Readex Ad Study</td>
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<td>Waterfronts</td>
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<td>Practice Management</td>
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<td>Street Design</td>
<td>Surfaces</td>
<td>12/12/22</td>
<td>12/16/22</td>
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<td></td>
<td>February</td>
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<td></td>
<td>Multifamily Residential</td>
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<td>Soil Tech</td>
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<td>March</td>
<td>Fences, Gates, &amp; Walls</td>
<td>1/17/23</td>
<td>1/20/23</td>
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<td></td>
<td>Institutions of Higher Education</td>
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<td>Schoolyards</td>
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<td>Urban Pollinators</td>
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<td>Career Management</td>
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<td></td>
<td>April</td>
<td>World Landscape Architecture</td>
<td>2/13/23</td>
<td>2/17/23</td>
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<td></td>
<td>World Landscape Architecture Month</td>
<td>Public Furnishings</td>
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<td></td>
<td>April</td>
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<td></td>
<td>Community Design</td>
<td>Water &amp; Irrigation</td>
<td>3/20/23</td>
<td>3/24/23</td>
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<td>May</td>
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<td></td>
<td>Business Development Tools</td>
<td>Lighting</td>
<td>4/17/23</td>
<td>4/21/23</td>
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<td>June</td>
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<td>July</td>
<td>Community Design</td>
<td>5/22/23</td>
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<td>Readex Ad Study</td>
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<td>August</td>
<td>Education</td>
<td>6/0/23</td>
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<td>Institutions of Higher Education</td>
<td>Shade &amp; Shelter</td>
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<td></td>
<td>August</td>
<td>Education</td>
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<td>Soil Science</td>
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<td>Stormwater Management</td>
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<td></td>
<td>September</td>
<td>The 2023 Professional Awards</td>
<td>7/17/23</td>
<td>7/21/23</td>
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<td></td>
<td>ASLA Annual Award Issue</td>
<td>Parks &amp; Recreation</td>
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<td></td>
<td>October</td>
<td>Regional Focus: Great Lakes &amp;</td>
<td>8/21/23</td>
<td>8/25/23</td>
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<td></td>
<td>ASLA Annual EXPO Issue</td>
<td>Upper Midwest</td>
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<td></td>
<td>October</td>
<td>EXPO Exhibitors</td>
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<td></td>
<td>November</td>
<td>Greenways &amp; Trail Planning</td>
<td>9/18/23</td>
<td>9/22/23</td>
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<td></td>
<td>Residential Furnishings</td>
<td>Riverfront Design Residential</td>
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<td>December</td>
<td>Transportation</td>
<td>10/16/23</td>
<td>10/20/23</td>
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<tr>
<td></td>
<td>LAM Product Directory</td>
<td>Large Landscape Planning</td>
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</tbody>
</table>

*FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG*
The largest landscape architecture conference in the world takes place just once a year, attracting more than 6,000 attendees and 250+ 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 promoting exhibitors as subject matter experts and enhancing the exhibitor and decision-making relationship
- Education classrooms on the EXPO floor, providing attendees valuable Professional Development Hours
- Food and beverage function each day
- Product and service demonstrations
- Author signings in the bookstore
- Face-to-face conversations with popular speakers after their session is completed
- High-interest sketch demonstrations
- The LABash Block Party @EXPO

For more details visit https://advertise.asla.org
Why Exhibit?

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

98 average leads per booth acquired at ASLA EXPO**

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

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

Conference attendees are global

Attendees represent ALL

50 STATES

plus Washington, DC and Puerto Rico

Attendees represent

30 COUNTRIES

from around the world

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

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* Experient registration data and ASLA Conference on Landscape Architecture attendee survey.
** Source: 2019 EXPO lead retrieval statistics

FOR MORE DETAILS VISIT HTTPS://ADVERTISE.ASLA.ORG
2023 Exhibitors will receive

- One full conference registration and two booth personal registrations per 100 square feet of reserved exhibit space
- Complimentary, customizable guest passes to 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 exhibit logo for use in print and digital advertising as well as social media channels
- Opportunity to participate in the ASLA Legacy Project and give back to the local community
- Three listings in the mobile app: 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
- 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>
<thead>
<tr>
<th>Booth Size</th>
<th>By November 21, 2022</th>
<th>After November 21, 2022</th>
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</thead>
<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>
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<tr>
<td>20’ x 30’ Island</td>
<td>$22,200</td>
<td>$23,400</td>
</tr>
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</table>

* Before November 22, 2022, all premium cost for corner, endcap and island exhibits will be at a 50% discount
Sponsorship

Maximize your participation at the Conference on Landscape Architecture, or other ASLA events, by becoming an official sponsor. ASLA offers you many exclusive promotional opportunities - across a broad range of budgets - that will align with your company’s marketing plan and strategy.

Visit [https://advertise.asla.org/sponsorships/](https://advertise.asla.org/sponsorships/) to view each unique sponsorship opportunity available.

### ASLA Conference & EXPO Sponsorship

For ASLA Conference & EXPO sponsorship opportunities, 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 $15,000+</th>
<th>General $10,000+</th>
<th>Supporting $5,000+</th>
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<tbody>
<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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<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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<td>One (1) complimentary learning lab session. ASLA education team to approve to approve topic and content to ensure the program qualifies for PDH credit for sponsorships valued at $20,000++.</td>
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<tr>
<td>One (1) complimentary ten (10) minute interview with Torey Carter-Conneen, Chief Executive Officer of ASLA in a “state of the industry” discussion. Interview posted on ASLA omnichannel. Sponsorships valued at $20,000++.</td>
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<tr>
<td>One (1) complimentary article authored by a member of your team and published on the Land8 blog. Article to take a thought leader position in the field of landscape architecture.</td>
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<tr>
<td>One (1) complimentary lunch and learn table. Education topic of choice to be determined by sponsor.</td>
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<tr>
<td>Company highlighted in the conference mobile app with a robust profile</td>
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<tr>
<td>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>ASLA will release a branded sponsor email to the membership database on behalf of the sponsor. Content to be approved by the ASLA conference team.</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, recognizing your company as a valuable sponsor of the Conference.</td>
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<tr>
<td>Sponsor company logo included in an eblast to all conference attendees with your booth number inviting them to visit your space while at the conference.</td>
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<tr>
<td>Sponsor ribbons on name badges of all your company representatives.</td>
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<tr>
<td>Your logo and booth number displayed in an advertisement to appear in Landscape Architecture Magazine, thanking sponsors (if purchased by July 31).</td>
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For more details visit [https://advertise.asla.org](https://advertise.asla.org)
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. Corporate Membership ranges from $999-$2,499 depending on your company size.

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

Corporate Member Benefits Include:

- 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
- Check our site for benefit details!

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