ASLA 2024 Engagement Kit
The Most Effective Place to Connect with Landscape Architects

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.

ASLA is the oldest and largest organization of landscape architecture professionals

Founded in 1899
Maximize Your Impact

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.

**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 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**

Joining 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.

**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
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**

- **79%** used advertisement for product ideas for projects or specified the advertiser’s product in a project
- **59%** visited the advertiser’s website
- **21%** filed ad for future use

**Our readers are decision makers**

- **87%** analyze, plan, design, and specify products and services

**Audience demographics**

- **82%** landscape architects or designers

Source: July 2023 Readex Reader Survey
AWARD WINNING CONTENT ON LANDSCAPE ARCHITECTURE DESIGN

LAM’s cutting-edge feature articles and art design consistently win awards year after year. LAM won the following prestigious awards for work published in calendar year 2022.

2023 JESSE H. NEAL AWARDS
The Jesse H. Neal Awards, the most prestigious editorial honors in the field of specialized journalism, were established to recognize and reward editorial excellence in business media. LAM was awarded two Neal Awards this year.

Best Overall Art Direction/Design, 2022
Best Profile (Article): “In Their Elements,” April 2022

2023 EXCEL AWARDS
LAM was also honored with five EXCEL Awards from Association Media & Publishing.

Cover Photography, Gold — “Hands On,” April 2022
Design Excellence, Gold — April/May/June 2022 issues
Feature Article Design — Gold, January 2022; Silver — November 2022
General Excellence, Silver — April/May/June 2022 issues

TOP RESOURCE FOR LANDSCAPE ARCHITECTS

In a recent survey, landscape architects indicated LAM is most relevant to their professional interests amongst other titles and resources focusing the profession.

Source: July 2023 Readex Reader Survey

[Graph showing LAM's high relevance compared to other titles]

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.”
# 2024 Editorial Calendar

*(subject to change)*

For more details and deadlines on 2024 specifications and materials submission, visit: advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions.

<table>
<thead>
<tr>
<th>Months</th>
<th>Features</th>
<th>Goods Department</th>
<th>Sales Close</th>
<th>Materials Close</th>
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<tr>
<td><strong>January</strong></td>
<td><strong>Readex Ad Study</strong> ASLA 125 Year Celebration</td>
<td>Public Furnishings</td>
<td>11/20/23</td>
<td>11/22/23</td>
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<td></td>
<td>Education Campus Residential Soil Science</td>
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<tr>
<td><strong>February</strong></td>
<td><strong>Complete Streets Stormwater Tech Planting Design</strong></td>
<td>Surfaces</td>
<td>12/11/23</td>
<td>12/15/23</td>
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<tr>
<td><strong>March</strong></td>
<td>Institutions of Higher Education Southwest Transit Public Parks</td>
<td>Water and Irrigation</td>
<td>1/22/24</td>
<td>1/26/24</td>
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<tr>
<td><strong>April</strong></td>
<td><strong>World Landscape Architecture Month</strong> World Landscape Architecture Month: Landscape Architecture Everywhere</td>
<td>Plants and Planters</td>
<td>2/20/24</td>
<td>2/23/24</td>
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<td><strong>May</strong></td>
<td>Paving Design Corporate Campus Practice Management</td>
<td>Cycling and Transportation</td>
<td>3/18/24</td>
<td>3/22/24</td>
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<tr>
<td><strong>June</strong></td>
<td>Multifamily Residential Recreation Green Roof Design</td>
<td>Lighting</td>
<td>4/15/24</td>
<td>4/19/24</td>
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<td><strong>July</strong></td>
<td>Waterfronts Universal Design Practice Tech</td>
<td>Residential Furnishings</td>
<td>5/20/24</td>
<td>5/24/24</td>
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<td><strong>August</strong></td>
<td>Institutions of Higher Education Campus Design Midwest Stormwater Management</td>
<td>Shade and Structure</td>
<td>6/17/24</td>
<td>6/21/24</td>
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<td><strong>September</strong></td>
<td><strong>ASLA Annual Award Issue</strong> 2024 ASLA Awards</td>
<td>Parks and Playgrounds</td>
<td>7/22/24</td>
<td>7/26/24</td>
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<td><strong>October</strong></td>
<td><strong>ASLA Annual EXPO Issue</strong> 2024 Conference Regional Focus: MidAtlantic</td>
<td>EXPO Exhibitors</td>
<td>8/19/24</td>
<td>8/23/24</td>
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<td><strong>November</strong></td>
<td><strong>Ask the Expert</strong> Transportation Planning Botanical Gardens Professional Development</td>
<td>Fences, Gates, and Walls</td>
<td>9/16/24</td>
<td>9/20/24</td>
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<tr>
<td><strong>December</strong></td>
<td><strong>LAM Product Directory</strong> Transportation Multifamily Residential Winter Recreation</td>
<td>Outdoor Fire and Water Features</td>
<td>10/21/24</td>
<td>10/25/24</td>
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<tr>
<td><strong>Annual Product Directory</strong></td>
<td></td>
<td></td>
<td>9/3/24</td>
<td>9/6/24</td>
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2024 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, 2024, and receive a free full-page advertisement in the Annual Product Directory (December 2024 LAM issue).

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

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<tr>
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<td>$1,500</td>
<td>$1,455</td>
<td>$1,410</td>
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<td>$1,275</td>
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<td>775</td>
<td>750</td>
<td>720</td>
<td>680</td>
<td>640</td>
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Full Page Spread
Trim Size: 18” x 10.5”
Bleed Size: 18.25” x 10.75”

Full Page
Live Area: 8.5” x 10”
Trim Size: 9” x 10.5”
Bleed Size: 9.25” x 10.75”

Half Page
8” x 4.5”

1/4 Page
4” x 4.5”

1/8 Page
2” x 4.5”

Special Advertising Units
Want to make an impact? LAM offers a variety of special units that can be inserted into the magazine to maximize your marketing dollar. Gatefolds, inserts, repositionable notes, and more can be quoted, allowing you to bring your products and services to life. Click here to learn more about options and pricing.
Gain Year-Round Exposure with a Single Ad Buy

Reserve space by September 3, 2024  
Materials due by September 6, 2024  

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

$5,145

Be a Subject Matter Expert!

Reserve space by September 3, 2024  
Materials due by September 6, 2024

Establish your brand as a leading subject matter expert when you own a product category featuring a Q&A with an expert from your company. Each product category will only feature one company.

Each feature includes:  
- One product image  
- One head shot  
- 3-5 questions and answers that demonstrate your brand’s expertise in the product category

Once your space is secured, submit your images and expert content to our production department. We will design the page for insertion in the November issue of LAM.

$5,000
Digital Engagement with Members

**Leverage ASLA’s reach with partner content shared via our robust social networking channels.**

**ASLA METRICS**

Audience: 259,483
Impressions: 4,692,964
Engagement Rate* (per Impression): 6.4%

*A good engagement rate is between 1% to 5% (Source: Hootsuite). (Reporting Period Jan 1, 2023 – Aug 23, 2023. Aggregate profile and page metrics from Facebook, Instagram, LinkedIn, Twitter (X).)

**PARTNER CONTENT METRICS FROM Q3 2023**

Impressions: 77,837
Engagement Rate (per impression): 8.2%
Post Link Clicks: 2,448

Subject to schedule.

$3,500

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**Dedicated eMail Blasts***

Elevate your brand to a highly engaged audience of landscape architects, industry leaders, students, and more! Drive impactful results and connect with the forefront of landscape architecture. Maximize your exposure and influence—reserve your spot today!

ASLA will send a dedicated email with the content of your choice to our entire mailing list, putting your brand in front of our members and partners when they need it!

**PARTNER CONTENT METRICS**

Delivery Rate 99.94%
Open Rate 23.04%
Click-through rate 2.16%

Subject to schedule.

$3,500

*Must be part of a minimum 9X print advertising contract. Limited inventory available.*
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:

- Tech Day—experience the latest technological innovations, interact with industry experts, and network with like-minded professionals who value tech.
- 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.

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**Exhibit Hall Dates and Hours**

**Exhibitor Load-In**
- Sunday, October 6
  - 9:00 AM – 5:00 PM

**Exhibitor Load-Out**
- Tuesday, October 8
  - 2:00 PM – 6:00 PM

**EXPO Open**
- Monday, October 7
  - 9:30 AM – 6:00 PM
- Tuesday, October 8
  - 10:00 AM – 2:00 PM
- Wednesday, October 9
  - 9:00 AM – 3:00 PM
Why Exhibit?

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
- 6% Supplier, manufacturer, or other not-for-profit
- 12% Other

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

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 EXPO

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

84% purchased/specifed products they viewed at the EXPO

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

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* Experient registration data and ASLA Conference on Landscape Architecture attendee survey.
** Source: 2022 EXPO lead retrieval statistics
2024 Exhibitor Benefits

- 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 exhibitor 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 1, 2023*</th>
<th>After November 1, 2023*</th>
</tr>
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<tbody>
<tr>
<td>10’ x 10’ In-line</td>
<td>$3,800</td>
<td>$4,000</td>
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<tr>
<td>10’ x 20’ In-line</td>
<td>$7,600</td>
<td>$8,000</td>
</tr>
<tr>
<td>20’ x 20’ Island</td>
<td>$15,200</td>
<td>$16,000</td>
</tr>
<tr>
<td>20’ x 30’ Island</td>
<td>$22,800</td>
<td>$24,000</td>
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* Before November 1, 2023, all premium cost for corner, endcap and island exhibits will be at a 50% discount.
Sponsorship

Maximize your participation at the ASLA 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 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>
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<tr>
<th>Premium</th>
<th>General</th>
<th>Supporting</th>
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<tr>
<td>$20,000+</td>
<td>$12,500+</td>
<td>$7,500+</td>
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</table>

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+).

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.

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 $25,000+.

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 $25,000+.

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.

One (1) complimentary lunch and learn table. Education topic of choice to be determined by sponsor.

Company highlighted in the conference mobile app with a robust profile.

Hyperlink to your company’s website when your company’s logo appears for sponsor recognition on the ASLA Conference on Landscape Architecture website.

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.

Logo presence on conference signage highlighting sponsors.

Your company recognized as a Sponsor of the Conference during the Conference’s general session.

Your logo will appear on the ASLA Conference on Landscape Architecture website, recognizing your company as a valuable sponsor of the Conference.

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.

Sponsor ribbons on name badges of all your company representatives.

Your logo and booth number displayed in an advertisement to appear in Landscape Architecture Magazine, thanking sponsors (if purchased by July 31).
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 advertise.asla.org/cm.

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 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!