



American Society of  
Landscape Architects

# 2025

## **ASLA Engagement Kit**

The Most Effective Place to  
Connect with Landscape Architects

**[advertise.asla.org](https://advertise.asla.org)**





## Partner with ASLA

Founded in 1899, ASLA is the oldest and largest organization of landscape architecture professionals. 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.

# Maximize Your Impact

## Advertise

*Landscape Architecture Magazine* is the source that landscape architects reference for new ideas and to stay current in the field. Our print and digital offerings put your brand in front of landscape architects when they need you most.

## Exhibit

The EXPO at the ASLA 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!

## The Big Picture

**Current  
Members**

**>16K**

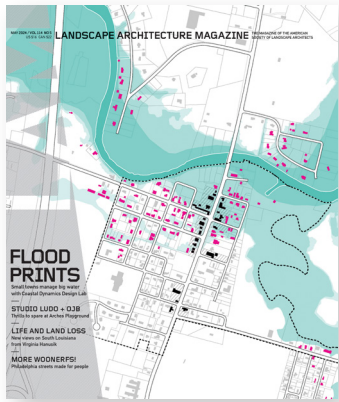
**Conference  
Attendees**

**>6K**

**Industry  
Size**

**\$140B**

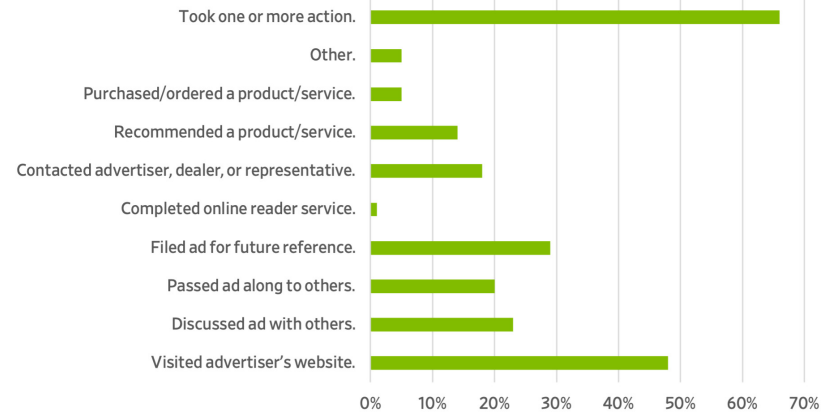




# LAM by the numbers

## LAM drives action!

A significant majority of **LAM** readers take action after seeing ads, demonstrating the magazine's strong influence on purchasing decisions.



## LAM is a valuable resource!

**LAM** is a key source of information for new products, services, and trends, with a large majority of readers finding it very useful.



## LAM is on trend!

57%



of readers use **LAM** to learn about new products and market trends.

As the official member publication of ASLA, **LAM** addresses the interest and informational needs of landscape architecture professionals better than any other publication serving this market.

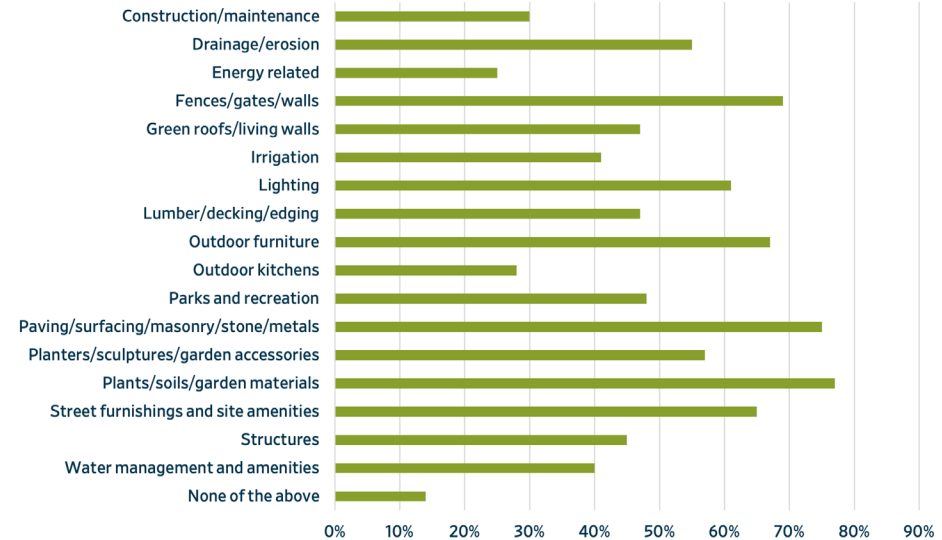
**LAM** is the premier resource for landscape architecture professionals. It is the one-stop resource for new ideas, innovative products, creative designs, best business practices, and issues impacting the profession. Surveys show that the majority of **LAM** readers keep each issue as a reference for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



# LAM by the numbers

## LAM caters to information needs!

LAM's content aligns with the product categories specified by readers, providing relevant information for their projects.



## LAs close the deal!

LAM readers actively participate in procurement of goods and services by evaluating vendor proposals, ensuring alignment with project requirements, and managing the selection process.

- I approve/authorize purchases.
- I recommend/specify brands/suppliers.
- I am involved in some other way.
- I am not involved.







[advertise.asla.org](https://www.advertise.asla.org)

## Best in the Industry

### 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 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 a Neal Award this year for Best Award Coverage, 2023 ASLA Awards and Redesign, September 2023.



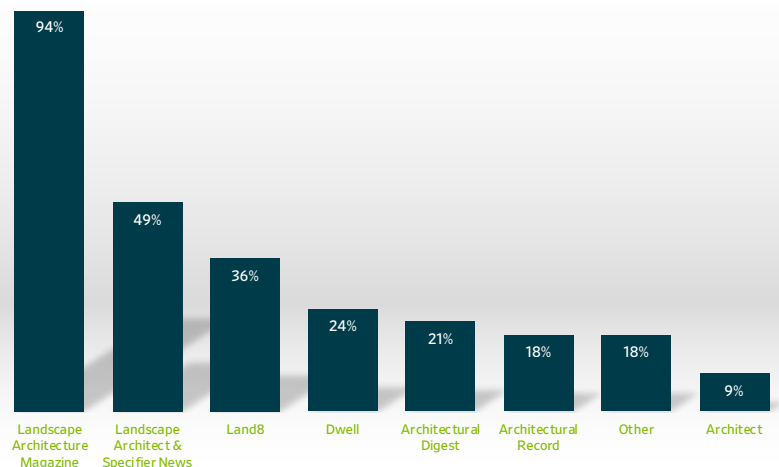
#### AZBEE AWARDS OF EXCELLENCE NATIONAL AWARD WINNERS

The Azbees honor the best in business-to-business media, recognizing outstanding work by B2B, trade, association, and professional publications. LAM was awarded a National Silver Award in the Category of Design—Publication Design.



## 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



# 2025 Editorial Calendar and Close Dates

(subject to change)

For more details and deadlines on 2025 specifications and materials submission, visit:  
[advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions](https://advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions).

| Month   | Features  | LAM Goods                | Sales Close | Materials Close |
|---|---|--------------------------|-------------|-----------------|
| <b>January 2025</b><br><i>Advertising Engagement Study</i>    | Large-scale projects; health care; trees and forests.                                   | Bollards and Security    | 11/18/24    | 11/22/24        |
| <b>February 2025</b>  | Urban projects; recreation facilities; campus design.                                   | Public Furnishings       | 12/16/24    | 12/20/24        |
| <b>March 2025</b><br><i>Institutions of Higher Education</i>  | Residential gardens, stormwater management, transportation.                             | Surfaces                 | 1/21/25     | 1/24/25         |
| <b>April 2025</b>   | World Landscape Architecture Month.   | Water and Irrigation     | 2/18/25     | 2/21/25         |
| <b>May 2025</b>   | Streetscapes; public parks; water management.   | Plants and Planters      | 3/17/25     | 3/21/25         |
| <b>June 2025</b>  | Public projects; business development; green roof design.                               | Lighting                 | 4/21/25     | 4/25/25         |
| <b>July 2025</b><br><i>Advertising Engagement Study</i>       | Outdoor recreation; transit design; commercial developments.                            | Residential Furnishings  | 5/19/25     | 5/23/25         |
| <b>August 2025</b><br><i>Institutions of Higher Education</i> | Campus projects; preservation and adaptive reuse; materials.                            | Parks and Playgrounds    | 6/16/25     | 6/20/25         |
| <b>September 2025</b><br><i>ASLA Honors and Awards Issue</i>  | The ASLA Professional and Student Awards: ASLA Honors; Behind the Issue.                | Shade and Shelter        | 7/21/25     | 7/25/25         |
| <b>October 2025</b><br><i>ASLA EXPO Issue</i>                 | Southeast regional focus; cultural landscapes and historic sites; greenways and trails. | EXPO Exhibitors          | 8/18/25     | 8/22/25         |
| <b>November 2025</b><br><i>Ask the Expert</i>                 | Corporate campus; technology issues; neighborhood parks.                                | Fences, Gates, and Walls | 9/15/25     | 9/19/25         |
| <b>December 2025</b><br><i>2026 Product Directory</i>         | Winter recreation; multifamily residential; firm management.                            | Technology               | 10/20/25    | 10/24/25        |
| <b>2026 Product Directory</b>                                 |   |                          | 9/2/25      | 9/6/25          |



# 2025 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, 2025, and receive a **free full-page** advertisement in the 2025 Product Directory (December 2025 *LAM* issue).

| Display Ads—4 Color | Width x Height<br>(Detailed Specs Below) | 1X      | 3X      | 6X      | 9X      | 12X     | 24X     |
|---------------------|--|---------|---------|---------|---------|---------|---------|
| Back Cover          | 9" x 10.5"                               | \$6,690 | \$6,490 | \$6,290 | \$6,020 | \$5,685 | \$5,350 |
| Inside Front Cover  | 9" x 10.5"                               | 6,175   | 5,990   | 5,805   | 5,555   | 5,250   | 4,940   |
| Inside Back Cover   | 9" x 10.5"                               | 5,660   | 5,490   | 5,320   | 5,095   | 4,810   | 4,530   |
| Two Page Spread     | 18" x 10.5"                              | 10,290  | 9,980   | 9,675   | 9,260   | 8,745   | 8,230   |
| Full Page           | 9" x 10.5"                               | 5,145   | 4,990   | 4,835   | 4,630   | 4,375   | 4,115   |
| 1/2 Horizontal      | 8" x 4.5"                                | 3,430   | 3,330   | 3,225   | 3,090   | 2,915   | 2,745   |
| 1/4 Page            | 4" x 4.5"                                | 1,715   | 1,610   | 1,540   | 1,540   | 1,455   | 1,370   |

## Buyer's Guide Ads—4 Color

|          |           |         |         |         |         |         |         |
|----------|-----------|---------|---------|---------|---------|---------|---------|
| 1/4 Page | 4" x 4.5" | \$1,500 | \$1,455 | \$1,410 | \$1,350 | \$1,275 | \$1,200 |
| 1/8 Page | 2" x 4.5" | 800     | 775     | 750     | 720     | 680     | 640     |



### Full Page Spread

Trim Size: 18" x 10.5"

Bleed Size: 18.25" x 10.75"



### Full Page

Live Area: 8.5" x 10"

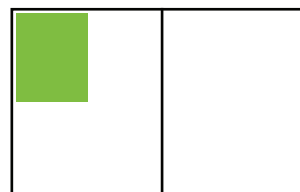
Trim Size: 9" x 10.5"

Bleed Size: 9.25" x 10.75"



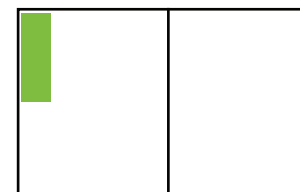
### Half Page

8" x 4.5"



### 1/4 Page

4" x 4.5"



### 1/8 Page

2" x 4.5"

To learn more, visit [advertise.asla.org/lam-advertising](https://advertise.asla.org/lam-advertising).



# Special Advertising Opportunities

## 2026 LAM Product Directory

published in December 2025 LAM

## Gain Year-Round Exposure With a Single Ad Buy

Reserve space by September 2, 2025

Materials due by September 5, 2025

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

### Your benefits:

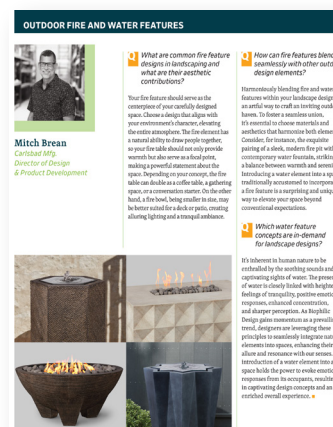
- Point-of-purchase exposure when buyers are searching for products
- Detailed descriptions of your products' performance and sustainability
- Direct access to your website through search optimization and hyperlinks
- Year-round advertising exposure—saved and used as a desktop reference
- Brand awareness

### You will receive:

- One full-page, four-color, fixed-format advertisement
- Up to four images, plus your logo and marketing verbiage



**\$5,145**



Special Advertising Section  
November 2025 LAM

## Be a Subject Matter Expert!

Reserve space by September 2, 2025

Materials due by September 5, 2025

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**



# Special Advertising Opportunities

## Maximize Your Impact

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](#) for full details on these ideas and more. We are happy to work with your team to bring an idea to life.

### Insert Options

#### 2-Page Insert

- » Insert will be bound into the magazine.
- » 4/4, final trim size same as magazine, 9" x 10.5".
- » Can be produced with perforation close to the gutter to allow easy removal from the magazine.
- » Production and space charge ranges from \$11,500 to \$12,100.

#### 4-Page Insert + Magna Strip

- » 4/4, final trim size 8.5" x 10.5".
- » Insert will be attached to a 1" magna strip with fugitive glue to allow ease of removal.
- » Production and space charge is \$24,634.

### Gatefold Options

- » Gatefold size options include 4, 6, or 8 pages.
- » Can be designed to fold out to the right or left.
- » Paper—70# House #3 Gloss Text.
- » Position within *LAM* not guaranteed as it is based on form breaks.
- » Production and space charges range from \$21,415 to \$42,322.



4-page Gatefold



8-page Gatefold

### Repositionable Note

- » 3" square note positioned on your ad within the magazine. Must run a full page ad; space cost is additional.
- » Choice of yellow matte paper or white semigloss.
- » Production charge for standard yellow matter paper, black only is \$1,700. Contact your sales representative for additional options and pricing.



\* Pricing subject to change based on market conditions.

# Digital Engagement with Members

## Dedicated Social Media Posts\*

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

### ASLA METRICS

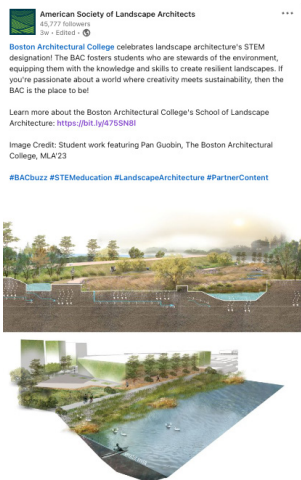
Audience: 267,472

Impressions: 3,271,426

Engagement Rate\* (per Impression): 7%

\*A good engagement rate is between 1% to 5% (Source: Hootsuite). Reporting Period Jan 1, 2024 – Aug 14, 2024. Aggregate profile and page metrics from Facebook, Instagram, LinkedIn, Twitter (X).

Subject to schedule.



\$3,500

Cost with at least a 6x contract.

\$5,000

Cost without a contract or not a current advertiser.

## 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!

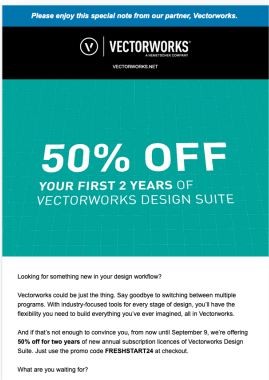
### PARTNER CONTENT METRICS

Delivery Rate 99.48%

Open Rate 23.89%

Click-through rate 2.17%

Subject to schedule.



\$3,500

Cost with at least a 6x contract.

\$5,000

Cost without a contract or not a current advertiser.

\* Must be part of a minimum 6X print advertising contract. Limited inventory available.





The largest landscape architecture conference in the world takes place once a year, attracting **more than 6,000 attendees** and **275+ exhibitors**.

# ASLA 2025 Conference on Landscape Architecture

October 10–13, 2025 | New Orleans, LA

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.

## Exhibit Hall Dates and Hours

### Exhibitor Load-In

Thursday, October 9  
9:00 AM – 5:00 PM

### EXPO Open

Sunday, October 12  
10:00 AM – 2:00 PM

Friday, October 10  
9:00 AM – 5:00 PM

### Exhibitor Load-Out

Sunday, October 12  
2:00 PM – 6:00 PM

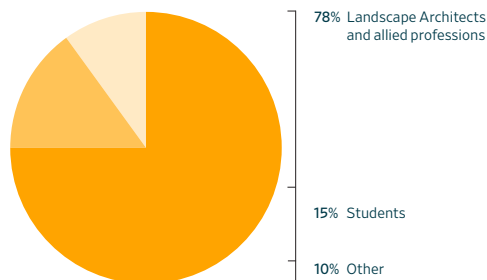
### EXPO Open

Saturday, October 11  
9:30 AM – 6:00 PM

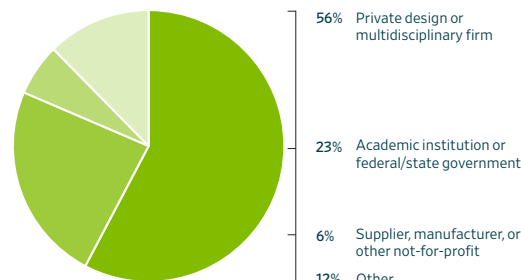
Monday, October 13  
9:00 AM – 3:00 PM

# Why Exhibit?

Top categories represented by attendees\*



Within the Landscape Architects and Designers category, top practices represented



## Conference attendees are global

Attendees represent ALL

50  
STATES

plus Washington, D.C.  
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 \$50M

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/specified products they viewed at EXPO

58%

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

\* Experient registration data and ASLA Conference on Landscape Architecture attendee survey.

\*\* Source: 2022 EXPO lead retrieval statistics





## 2025 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 (\$130 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

| Booth Size        | By October 9, 2024 | After October 9, 2024 |
|-------------------|--------------------|-----------------------|
| 10' x 10' In-line | \$3,800            | \$4,000               |
| 10' x 20' In-line | \$7,600            | \$8,000               |
| 20' x 20' Island  | \$15,200           | \$16,000              |
| 20' x 30' Island  | \$22,800           | \$24,000              |

*NOTE: Before October 9, 2024, all premium costs for corner, endcap, and island exhibits will be offered at a 50% discount.*

# ASLA Conference and EXPO Sponsorship

Maximize your participation at the ASLA Conference on Landscape Architecture, or other ASLA events, by becoming an official sponsor. ASLA offers many exclusive promotional opportunities—across a broad range of budgets—that will align with your company’s goals. Your organization will receive all benefits related to your unique sponsorship plus the benefits offered in the corresponding partner category. Visit [advertise.asla.org/sponsorships](https://advertise.asla.org/sponsorships) to view each unique sponsorship opportunity available.

|                                  |  |                                    |                               |
|----------------------------------|--|------------------------------------|-------------------------------|
| Premier<br>Sponsors<br>\$25,000+ | Distinguished<br>Sponsors<br>\$20,000+ | Strategic<br>Sponsors<br>\$15,000+ | Champion<br>Level<br>\$7,500+ |
|----------------------------------|--|------------------------------------|-------------------------------|

|  |  |  |  |  |
|--|--|--|--|--|
| One (1) complimentary Learning Lab session. ASLA education team to approve topic and content to ensure the program qualifies for PDH credit.   |  |  |  |  |
| One (1) complimentary ten (10) minute interview with Torey Carter-Conneen, CEO of ASLA in a “state of the industry” discussion. Interview shared with ASLA membership.   |  |  |  |  |
| 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.   |  |  |  |  |
| A 300-word feature article featuring your company and your products/service—including photos and hyperlinks—in <i>LAND</i> , ASLA’s biweekly e-newsletter (circulation 13,000+).   |  |  |  |  |
| Choice of two (2) 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. Guest names due by September 8. |  |  |  |  |
| 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. Topic and facilitator name to be provided by September 8.  |  |  |  |  |
| Company highlighted in the conference mobile app with a robust profile.  |  |  |  |  |
| Your logo and booth number displayed in an advertisement to appear in <i>Landscape Architecture Magazine</i> , thanking sponsors (if purchased by May 1).  |  |  |  |  |
| Logo presence on conference signage highlighting sponsors.   |  |  |  |  |
| Your company recognized as a sponsor of the conference at the conference 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 eblast to conference attendees with your booth number inviting them to visit your space while at the conference (if purchased by September 8).  |  |  |  |  |
| Sponsor ribbons provided for name badges of registered company employees.  |  |  |  |  |





Join ASLA and Connect  
With Your Clients

## ASLA Corporate Membership



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](https://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 ASLA Government Affairs.
- 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!

# Development and Sponsorship Team

## **Daniel Martin, Honorary ASLA**

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## **CREDITS**

**COVER:** ASLA 2023 Professional Honor Award | Professional/General Design: University of Arizona Environment + Natural Resource II by Colwell Shelor Landscape Architecture. (Photo Credit: Marion Brenner)

**PAGE 2:** ASLA 2023 Professional Honor Award | Residential Design, Collected Works, Restored Land: Northeast Ohio Residence by Reed Hilderbrand LLC (Photo Credit: Millicent Harvey)

**PAGE 11, 13, and 15:** ASLA

**DESIGN:** rdcDesigns



**ASLA**

**[advertise.asla.org](https://advertise.asla.org)**