



American Society of  
Landscape Architects

# 2026

## 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**

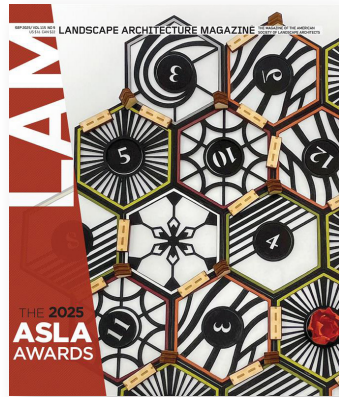
**Conference  
Attendees**

**>6K**

**Industry  
Size**

**\$140B**

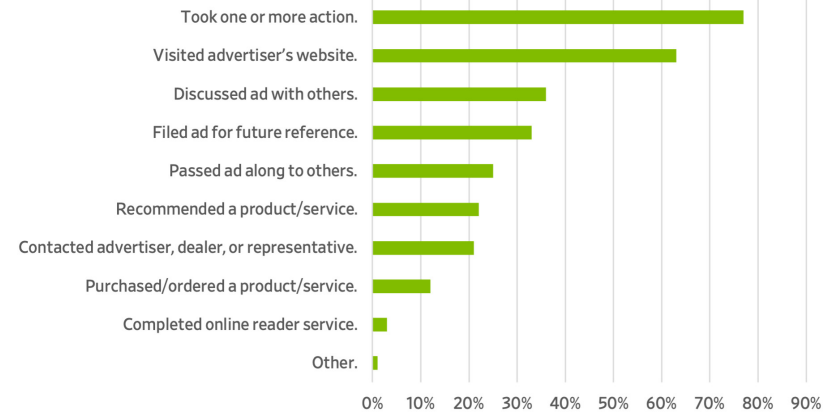




# LAM by the numbers

## 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!

59%



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.

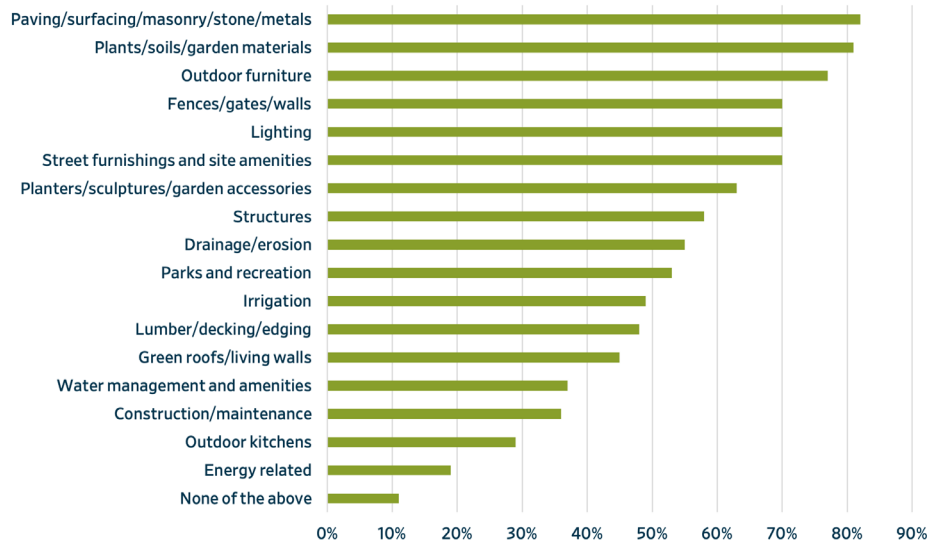
**LAM** is the premier resource for landscape architecture professionals. It is the one-stop resource for new ideas, innovative products, creative designs, best business practices, and issues impacting the profession. Surveys show that the majority of **LAM** readers keep each issue as a reference for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

A recent study shows that 84% of 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.







## 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 2024.

#### 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 a finalist this year for Best Profile ("Where We Get Stronger," April 2024), Overall Art Direction and Design, and Best Art Direction for a Cover (August 2024).



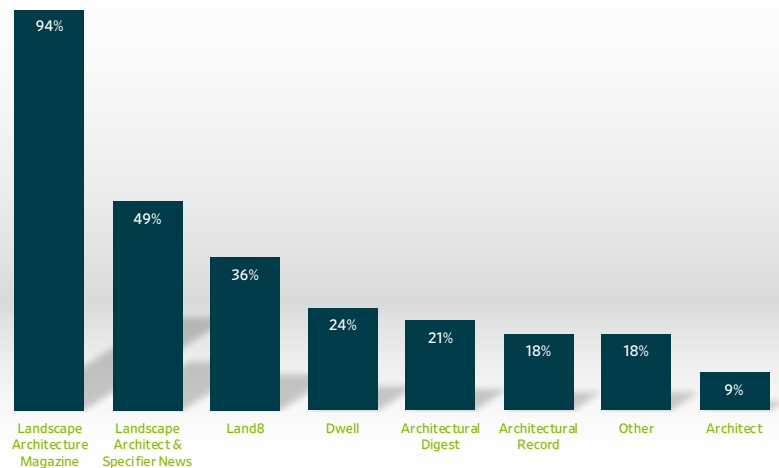
#### AZBEE AWARDS OF EXCELLENCE NATIONAL AWARD WINNERS

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



## 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

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



# 2026 Editorial Calendar and Close Dates

(subject to change)

For more details and deadlines on 2026 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	Editorial Content	LAM Goods	Sales Close	Materials Close
<b>January 2026</b> <i>Advertising Engagement Study</i>	<b>Focus:</b> Office Park (Corporate Campus) <b>Features:</b> Urban forests, Modern recreation	Street Furnishings and Site Amenities	11/17/25	11/21/25
<b>February 2026</b>	<b>Focus:</b> Travel and Hospitality <b>Features:</b> Waterfronts, Practice management	Outdoor Fire and Water	12/15/25	12/19/25
<b>March 2026</b>	<b>Focus:</b> Big Moves (Infrastructure) <b>Features:</b> Small city parks, Multimodal transit	Lighting	1/20/26	1/23/26
<b>April 2026</b>	<b>Focus:</b> World Landscape Architecture Month <b>Features:</b> Resorts and recreation, Education campus	Plants and Planters	2/17/26	2/20/26
<b>May 2026</b>	<b>Focus:</b> Small Towns and Cities <b>Features:</b> Riverfronts and lakefronts, Transit design	Outdoor Kitchens	3/16/26	3/20/26
<b>June 2026</b>	<b>Focus:</b> Play More <b>Features:</b> Adaptive Reuse, Healthcare campus	Shade and Shelter	4/20/26	4/24/26
<b>July 2026</b> <i>Advertising Engagement Study</i>	<b>Focus:</b> City Life <b>Features:</b> Multifamily development, Landscape construction	Residential Furnishings	5/18/26	5/22/26
<b>August 2026</b> <i>ASLA Honors and Awards Issue</i>	<b>Focus:</b> The ASLA Professional and Student Awards: ASLA Honors <b>Features:</b> Stormwater innovations, Urban gathering spaces	Parks and Recreation	6/15/26	6/19/26
<b>September 2026</b> <i>ASLA EXPO Issue</i>	<b>Focus:</b> ASLA Conference—West Coast (Mexico, U.S., Canada) <b>Features:</b> Business development, Tourism and cultural landscapes	EXPO Exhibitors	7/20/26	7/24/26
<b>October 2026</b>	<b>Focus:</b> Public Lands and Parks <b>Features:</b> Streetscape makeover, Mixed use development	Surfaces	8/17/26	8/21/26
<b>November 2026</b>	<b>Focus:</b> Museums and Art <b>Features:</b> Residential design, Tech trends	Lumber/Decking/Edging	9/21/26	9/25/26
<b>December 2026</b> <i>2027 Product Directory</i>	<b>Focus:</b> The Business of Landscape <b>Features:</b> Outdoor recreation, Material reuse	Water and Irrigation	10/19/26	10/23/26
<b>2027 Product Directory</b>			9/7/26	9/11/26



# 2026 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, 2026, and receive a **free full-page** advertisement in the 2027 Product Directory (December 2026 *LAM* issue).

Display Ads—4 Color	Width x Height (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"

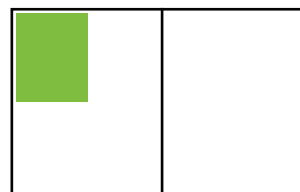
Trim Size: 9" x 10.5"

Bleed Size: 9.25" x 10.75"



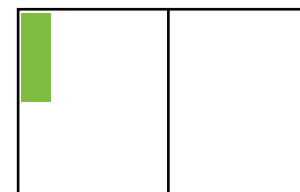
### Half Page

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).



# Annual LAM Product Directory

## 2027 LAM Product Directory

published in December 2026 LAM

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

Reserve space by September 7, 2026

Materials due by September 11, 2026

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 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 \$12,075 to \$13,100.

#### 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 \$25,865.

### 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 \$22,485 to \$45,488 (depending on total pages).



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 matte paper and black only is \$1,800. 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\*

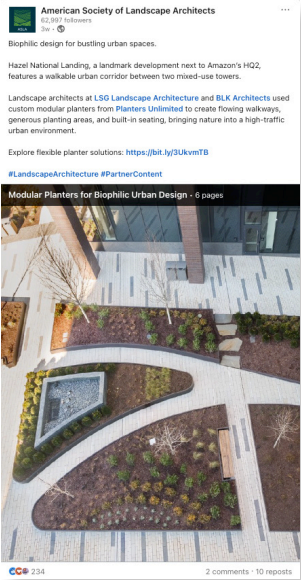
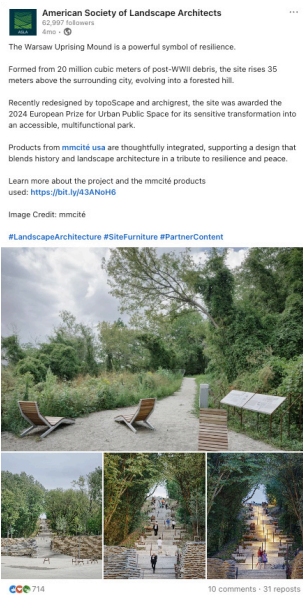
Partner content achieves strong performance on ASLA’s channels, delivering high impressions, engagement, and traffic for sponsors.

### ASLA METRICS

Aggregated performance metrics from our 2025 partner content posts:

- » 163,463 impressions
- » 19,270 engagements
- » 11.8% average engagement rate
- » 11,389 link clicks
- » 317,550 total audience size across platforms

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\*

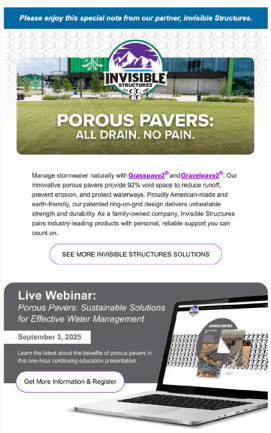
Elevate your brand to a highly engaged audience of landscape architects, industry leaders, students, and more. Drive impactful results and connect with the forefront of landscape architecture. Maximize your exposure and influence—reserve your spot today!

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	99.7%
Open Rate	38.1%
Open Rate, excluding MPP	17.8%
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 Landscape Report—A weekly newsletter



## The Big Story

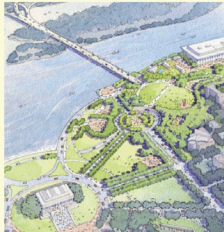
When North Carolina State University (NC State) had to demolish an iconic campus building, the school hired Kimley-Horn to facilitate the removal of the 110,000-square-foot building. The site would be home to a new building, but the timeline was unknown, and the university wanted to provide a quality landscape in the interim.

In addition to complementing the Brickyard, NC State's central gathering place, the design had to salvage and reuse building elements in the interim landscape. It was a challenge for Kimley-Horn who, in addition to navigating the university's waste reduction guidelines, had a condensed timeline. [Read](#) Kyle Wurtz, Associate ASLA, on how the landscape architects produced an interim landscape that

Advertisement

SQUARE AD  
330 x 300 pixels  
150 ppi

## From the LAM Archives



An Interim Landscape at NC State is a Master Class in Reuse. [\[LAM Online\]](#) In advance of the presidential election, the New York Times outlines where each candidate stands on climate change. [\[The New York Times\]](#)

- After nearly a decade, Surfacedesign's 5.5-acre Bayfront Park in San Francisco is opening. [\[The Architect's Newspaper\]](#)

This interim landscape within the Brickyard at NC State occupied the site from 2017 to 2023. Courtesy Kimley-Horn.

Advertisement

BANNER AD  
660 x 150 pixels  
150 ppi

## In the News

Square Ad—  
above the fold

**\$1,500**

Cost per insertion.

Banner Ad

**\$1,500**

Cost per insertion.

The Landscape Report is a weekly electronic newsletter published on Thursdays. Curated by the staff of *Landscape Architecture Magazine* (LAM), it showcases current LAM content, highlights relevant articles from the archives, and shares the latest news impacting the profession of landscape architecture.

This newsletter is emailed to over 16,000 subscribers each week. These are the average metrics for TLR.

- » Delivered—16,164
- » Open rate—26.3% (excluding Apple MPP)
- » Click through—3.69%

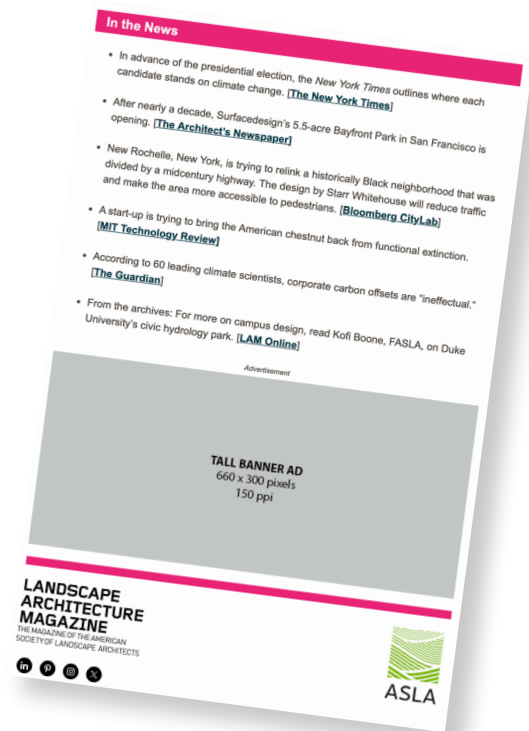
We offer three size options:

- » Square Ad—330 x 300 pixels
- » Banner Ad—660 x 150 pixels
- » Tall Banner Ad—660 x 300 pixels

Tall Banner Ad

**\$1,500**

Cost per insertion.



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





The largest gathering of landscape architecture professionals in the world takes place once a year, attracting more than 6,000 attendees and 300+ exhibitors.

# ASLA 2026 Conference on Landscape Architecture

September 15–17, 2026 | Los Angeles, CA

We provide exciting programming on the EXPO floor that draws landscape architects, designers, contractors, and planners that have decision making authority.

Sample programming includes:

- Education classrooms on the EXPO floor, providing attendees valuable Professional Development Hours.
- Food and beverage functions.
- Product and service demonstrations.
- Author signings for popular book titles.
- High-interest sketch demonstrations.

## Exhibit Hall Dates

### Exhibitor Load-In

Monday, September 14  
Tuesday, September 15

### EXPO Open

Wednesday, September 16  
Thursday, September 17

### Exhibitor Dismantle

Friday, September 18

# Why Exhibit?

The **ASLA Conference on Landscape Architecture** continues to be the premier event for connecting landscape architecture professionals. With high engagement levels and significant purchasing power, the conference provides exceptional value for exhibitors, sponsors, and attendees alike.

**95%**

of attendees surveyed stated that they visited the EXPO. The EXPO was a central attraction, drawing nearly all attendees to explore the latest products and services.



**62%**

plan to purchase or specify products they encountered at the EXPO within the next year.



**45%**

of attendees plan to return to the conference next year.

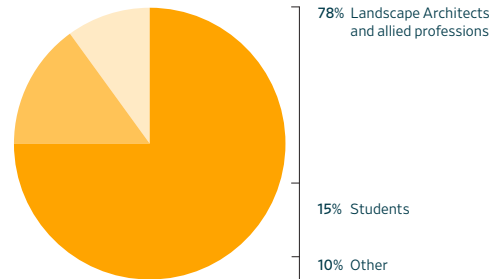


**40%**

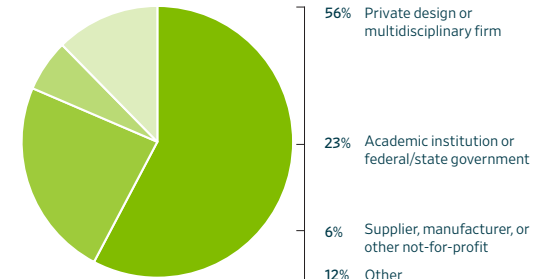
of attendees stated that exploring the EXPO was the driver for their conference attendance.



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

**38% spent 3+ hours**

Attendees dedicated significant time engaging with exhibitors, showcasing the EXPO as a hub for meaningful interactions.

**\$5 M to over \$50M**

Attendees purchase \$5-50M+ in products each year.

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



# 2026 Exhibitor Benefits and Pricing

## Exhibitor Benefits

- Receive one complimentary full conference registration plus two booth staff registrations for every 10' x 10' booth.\*
- Enjoy a complimentary standard booth profile listing in the official conference mobile app, used by thousands of attendees.
- Access the Exhibitor Lounge with complimentary amenities throughout the conference.
- Attend of three complimentary webinars hosted by our exhibit's logistics team, designed to help you prepare for a seamless exhibit experience.
- Share unlimited complimentary, customizable guest passes (a \$145+ value each) to personally invite your clients and prospects to the EXPO.
- Receive two attendee contact lists—one pre-registered list 30 days before the conference and the final list 30 days after—for targeted outreach.
- Use of the official ASLA Annual Conference Exhibitor Logo in your print, digital, and social promotions.
- Place your press releases and media kits in the ASLA Press Room, reaching more than 25 industry journalists covering the event.
- Unlock exclusive opportunities to sponsor ASLA events, meetings, and special activities during and beyond conference hours to maximize brand recognition.

## Pricing

### Booth Space

Rate	Deadline	Price per Square Foot	10' x 10'	10' x 20'
Early Bird	Ends October 14, 2025	\$38.50	\$3,850	\$7,700
Standard	October 14, 2025–forward	\$41.00	\$4,100	\$8,200

### Premiums

Rate	Deadline	Corner	Endcap	Island
Early Bird	Ends October 14, 2025	\$262.50	\$385.00	\$525.00
Standard	October 14, 2025–forward	\$525.00	\$770.00	\$1,050.00

\* Registration upgrades, additional booth personnel registrations, and tickets to special events may be purchased.

# ASLA Online Education Sponsorship Opportunities

## 2026 Online Learning Labs

Four (4) opportunities per year—January, June, October, and December 2026.

**\$5,000**

Sponsoring an **ASLA Online Learning Lab** is a wonderful opportunity to share your expertise with ASLA members, while allowing attendees to earn professional development hours (PDH) free of charge, ensuring a large, engaged audience for your presentation.

Sponsoring a Learning Lab allows ASLA to offer free registration to ASLA members for both the live and on-demand presentation.

Recordings remain available online for four years, allowing many more members to access the content over time.

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## SKETCH! Studio Online

One (1) opportunity per year—March 2026.

**\$7,500**

Sketching remains one of the most powerful tools for landscape architects to communicate ideas, test concepts, and bring designs to life. In this online session, landscape architects will learn the fundamentals of sketching, strengthen their existing skills, and explore techniques to master sketching as a professional design tool.

Whether landscape architects are new to sketching or looking to refine their style, this session will have mass appeal.

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## In Development: Online Tech Day

One (1) opportunity per year—July 2026.

***Pricing TBD***

Position your brand at the forefront of innovation in landscape architecture. Technology Day brings together leading software companies, their clients, and practicing landscape architects to showcase real-world case studies and success stories.

Sponsors will be part of dynamic sessions that highlight innovative tools and strategies, including how **artificial intelligence** can transform workflows and elevate design. This is a prime opportunity to align your company with thought leadership, connect directly with decision makers, and demonstrate how your solutions drive the future of the profession.





Join ASLA and Connect  
With Your Clients

## ASLA Corporate Membership



Become an ASLA Corporate Member to reach more than 16,000 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 16,000+ 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 Team

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## CREDITS

**COVER:** ASLA 2025 Professional Honor Award | General Design: The Ellen DeGeneres Campus for the Dian Fossey Fund by MASS Design Group and TENxTEN. (Photo Credit: MASS Design Group)

**PAGE 2:** ASLA 2025 Professional Honor Award | Urban Design: UNIT.City: Transforming an Industrial Zone into an Innovation District by KOTSIUBA. (Photo Credit: Maria Savoskula, Ivan Avdeenko)

**PAGE 5:** ASLA 2025 Landmark Award | The Landmark Award: Restoring the Glory, the Restoration of Forest Park by HOK. (Photo Credit: Forest Park Forever)

**PAGE 11:** nobilephoto

**PAGE 16:** nobilephoto (top), ASLA (bottom)

**DESIGN:** rdcDesigns



**ASLA**

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