

American Society of
Landscape Architects

# 2027
# ASLA Engagement Kit

The Most Effective Place to
Connect with Landscape Architects

**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**

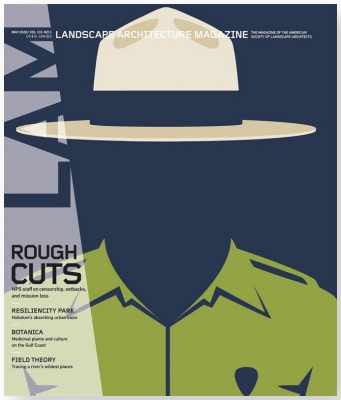
**>17K**

**Conference Attendees**

**>6K**

**Industry Size**

**$140B**













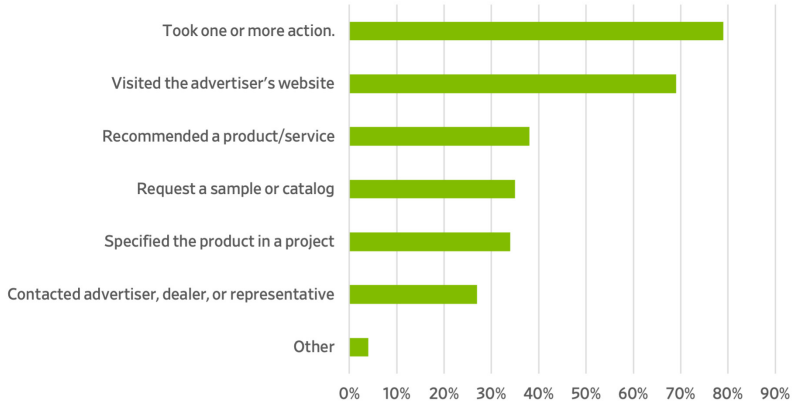
As the official member publication of ASLA, ***LAM*** addresses the interest and informational needs of landscape architecture professionals better than any other publication serving this market.

***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* drives action!

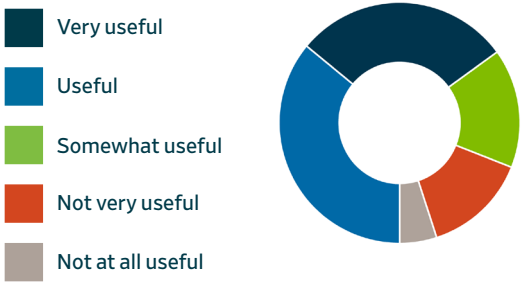
A significant majority of *LAM* readers take action after seeing ads, demonstrating the magazine's strong influence on purchasing decisions.




Source: July 2026 Signet AdProbe™ Report

## *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.

Source: July 2025 Signet AdProbe™ Report











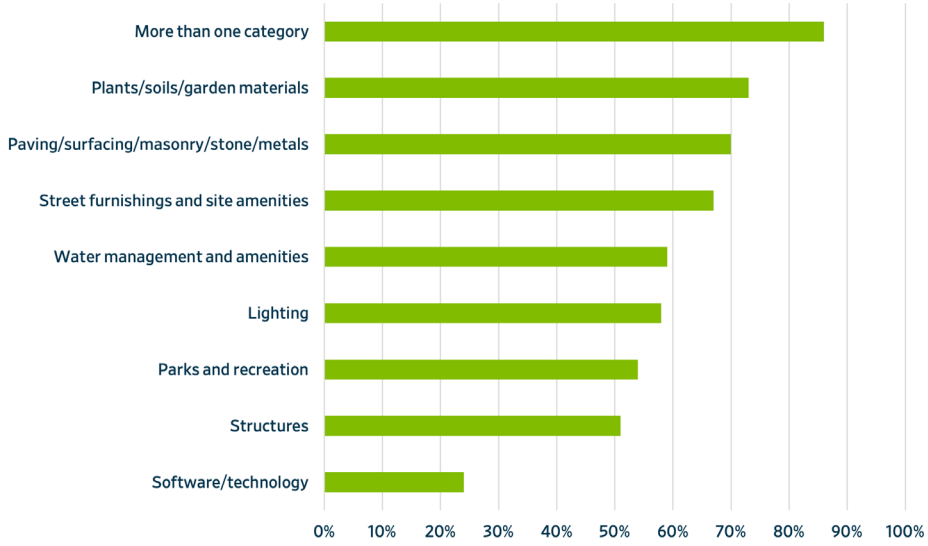


**advertise.asla.org**

# *LAM* by the numbers

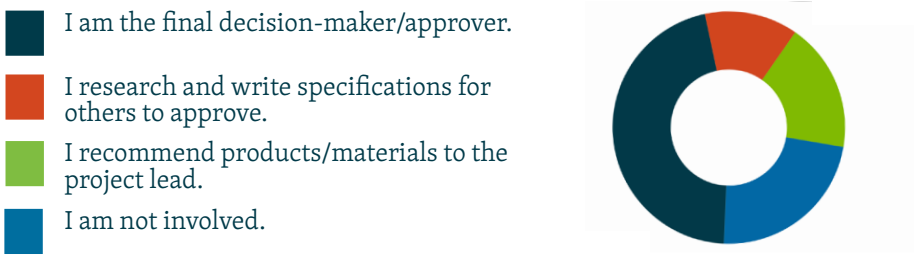
## *LAM* caters to information needs!

*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 77% 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.




Source: July 2026 Signet AdProbe™ Report



advertise.asla.org

# Best in the Industry

## AWARD WINNING CONTENT ON LANDSCAPE ARCHITECTURE DESIGN

*Landscape Architecture Magazine's* cutting-edge feature articles and art design consistently win awards year after year. *LAM* was awarded the following Azbee Awards for work published in 2025. These awards recognize the best in B2B media, honoring excellence across 59 categories and over 700 entries.

2026 National Azbee Awards of Excellence

- National Gold Award for Art Direction
- Magazine of the Year Honorable Mention










2026 Regional Azbee Awards of Excellence

- Regional Silver Award for "Elizabeth Kennedy's Quiet Revolution"
- Regional Gold Award for "The Lessons of Little Island"
- Regional Gold Award for Art Direction

# Top Resource for Landscape Architects

In a recent survey, landscape architects indicated that LAM its the most authoritative and essential resource for the profession.

**The Profession's Trusted Authority**

77%

of readers recognize *LAM* as a thought leader, setting the standard for credible, authoritative coverage of the landscape architecture profession.

Source: July 2026 Signet AdProbe™ Report

# 2027 Editorial Calendar and Close Dates

*(subject to change)*

For more details and deadlines on 2027 specifications and materials submission, visit:
**advertise.asla.org/advertising-specifications-materials-deadlines-and-submission-instructions.**

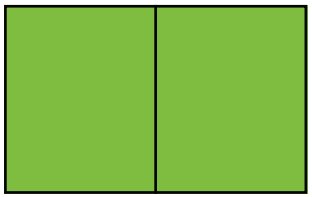
| Month | Editorial Content | *LAM* Goods | Sales Close | Materials Close |
|---|---|---|---|---|
| **January 2027**<br>*Advertising Engagement Study* | **Focus**: Outdoor Recreation<br>**Features**: Trail design, Materials | Outdoor Fire and Water | 11/16/26 | 11/20/26 |
| **February 2027** | **Focus**: Trails and Greenways<br>**Features**: Healthcare, Waterfronts | Street Furnishings and Site Amenities | 12/14/26 | 12/18/26 |
| **March 2027** | **Focus**: Parks and Plazas<br>**Features**: Rivers, Residential design | Lighting | 1/19/27 | 1/22/27 |
| **April 2027** | **Focus**: World Landscape Architecture Month | Outdoor Kitchens | 2/16/27 | 2/19/27 |
| **May 2027** | **Focus**: Travel and Hospitality<br>**Features**: Maintenance, New technology | Plants | 3/22/27 | 3/26/27 |
| **June 2027** | **Focus**: Water<br>**Features**: Firm business, Corporate campus | Shade and Shelter | 4/19/27 | 4/23/27 |
| **July 2027**<br>*Advertising Engagement Study* | **Focus**: Museum and Art Parks<br>**Features**: Planting design, Natural resource management | Residential Furnishings | 5/17/27 | 5/21/27 |
| **August 2027** | **Focus**: Play More<br>**Features**: Stormwater innovations, rural design | Parks and Recreation | 6/21/27 | 6/25/27 |
| **September 2027**<br>*ASLA EXPO Issue* | **Focus**: ASLA+IFLA Conference—Midwest and International Projects | EXPO Exhibitors | 7/19/27 | 7/23/27 |
| **October 2027**<br>*ASLA Honors and Awards Issue* | **Focus**: The ASLA Professional and Student Awards: ASLA Honors<br>**Features**: Playgrounds, Construction innovations | Planters | 8/16/27 | 8/20/27 |
| **November 2027** | **Focus**: Practice Management<br>**Features**: Streetscapes, Housing | Surfaces | 9/20/27 | 9/24/27 |
| **December 2027**<br>*2028 Product Directory* | **Focus**: Urban Infrastructure<br>**Features**: Tourism, Native plant design | Bollards and Security | 10/18/27 | 10/22/27 |
| **2028 Product Directory** | | | 9/7/27 | 9/10/27 |

# 2027 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, 2027, and receive a **free full-page** advertisement in the 2028 Product Directory (*LAM* December 2027 issue).

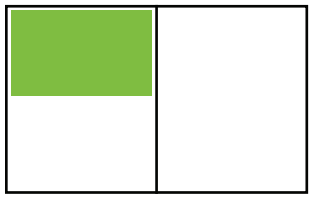
| Display Ads—4 Color | Width x Height (Detailed Specs Below) | 1X | 3X | 6X | 9X | 12X | 24X |
|---|---|---|---|---|---|---|---|
| Back Cover | 9" x 10.5" | $6,690 | $6,490 | $6,290 | $6,020 | $5,685 | $5,350 |
| Inside Front Cover | 9" x 10.5" | 6,175 | 5,990 | 5,805 | 5,555 | 5,250 | 4,940 |
| Inside 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 |



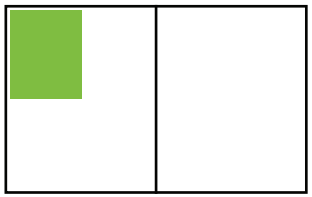
**Full Page Spread**
Trim Size: 18" x 10.5"
Bleed Size: 18.25" x 10.75"



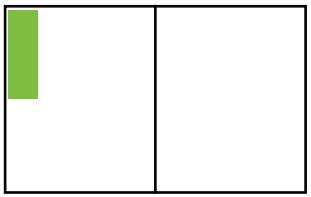
**Full Page**
Live Area: 8.5" x 10"
Trim Size: 9" x 10.5"
Bleed Size: 9.25" x 10.75"



**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**.

# 2028 *LAM* Product Directory

published in December 2027 *LAM*

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

**Reserve space by September 7, 2027**
**Materials due by September 10, 2027**

**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**

# 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. We are happy to work with your team to bring an idea to life.

## Insert Options

### 2-Page Insert

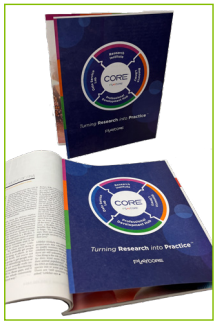
- Insert will be bound into the magazine.
- 4/4, final trim size same as magazine, 9" x 10.5".
- Can be produced with perforation close to the gutter to allow easy removal from the magazine.
- Production and space charge ranges from $13,100 to $14,410.

### 4-Page Insert + Magna Strip

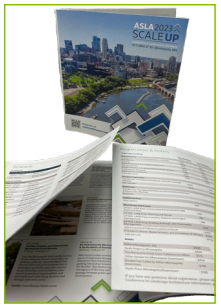
- 4/4, final trim size 8.5" x 10.5".
- Insert will be attached to a 1" magna strip with fugitive glue to allow ease of removal.
- Production and space charge is $27,452.

## 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 $23,733 to $47,488 (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 $2,100. 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*

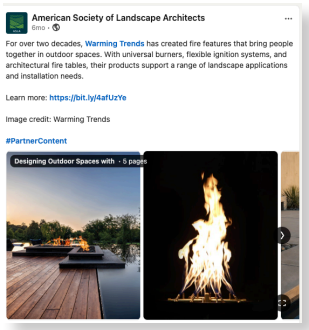
Partner content achieves strong performance on ASLA's channels, delivering high impressions, engagement, and traffic for sponsors.

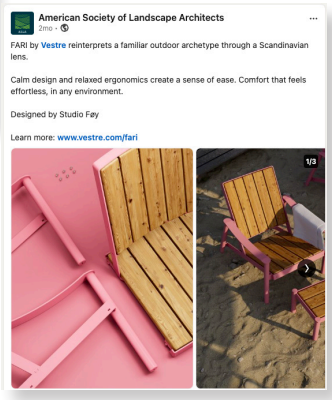
### ASLA METRICS

Aggregated performance metrics from our 2026 partner content posts (year to date). Platforms include Facebook, Instagram, and LinkedIn.

- 91,605 impressions
- 8,044 engagements
- 8.8% average engagement rate
- 5,633 link clicks
- 240,056 total audience size across platforms

***Subject to schedule.***




**$3,000**

*Cost with at least a 6x contract.*

**$4,500**

*Cost without a contract or not a current advertiser.*

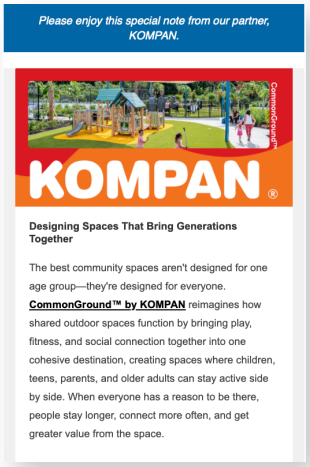
## Dedicated Email Blasts*

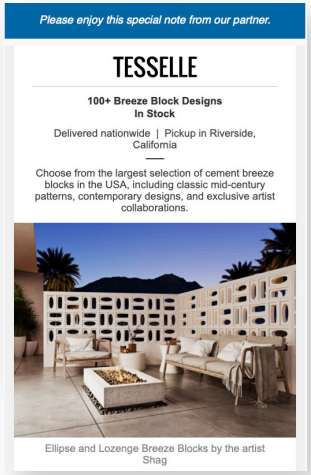
ASLA offers dedicated email blasts with the content of your choice sent to our entire mailing list. Distributed to over 24,000 recipients every other Friday throughout the year, don't miss this opportunity to place your brand in front of a highly engaged audience of landscape architects, industry leaders, students, and more.

### PARTNER CONTENT METRICS

| | |
|---|---|
| Delivery Rate | 97.4% |
| Open Rate | 32% |
| Click-through rate | 1.4% |

***Subject to schedule.***




**$4,000**

*Cost with at least a 6x contract.*

**$5,500**

*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 LANDSCAPE REPORT

A weekly newsletter from *Landscape Architecture Magazine*

**The Big Story**

How Washington School for the Deaf students communicate is central to their identity; interpersonal interactions unfold in the space around them. This principle guided Mithun's approach to the school's expansion, the subject of Emerson Goo's feature story in the January issue and at LAM online.

Mithun sought to foreground deaf and hard of hearing experiences and adopted DeafSpace building design guidelines, such as wider walkways for signing and walking. The WSD project "demonstrates that DeafSpace is readily applicable in the landscape," Goo writes.

A transparent entryway signals Mithun's approach at the redesigned campus of the Washington School for the Deaf. Photo by Lara Swimmer/Esto

**In Case You Missed It ...**

Joan Nassauer's Rooted Research
Why Joan Nassauer's ecological aesthetics are more relevant than ever.

The Unbounded Current
A daring approach reclaims space for a promenade on the St. Lawrence River.

Extraordinary Moments at the House Door
The "Little Project" by Ping Design creates experiences that exceed a small footprint.

**In the News**

- How the first year of President Trump's second term led to dramatic changes in Washington, D.C.'s landscape. [WTOP]
- A sculpture garden is planned for Amsterdam's Rijksmuseum by Foster + Partners with Belgian landscape architect Piet Blanckaert. [Dezeen]
- To ease flooding, the Rwandan capital of Kigali has an ambitious plan to reshape 18,000 acres of degraded wetlands with the use of water-filtering native plants. [Yale E360]

SQUARE AD
300 x 300
150 ppi

Advertisement

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*.

- Subscriber List—16,658
- Open rate—40.32%
- Click through—4.7%

We offer three size options:

- Square Ad—300 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.***

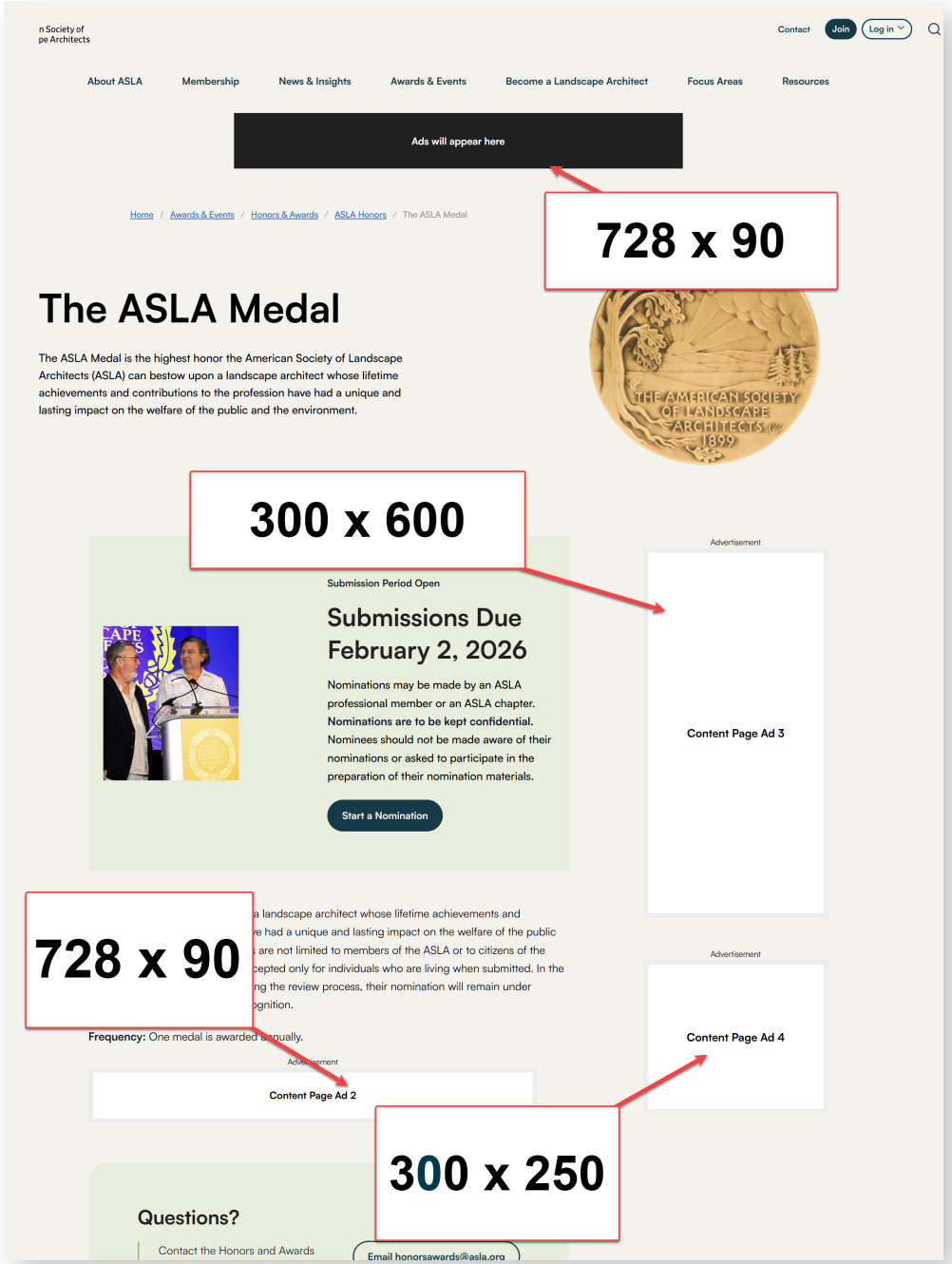
# Reach LAs via ASLA's new websites

Elevate your brand alongside the new digital foundation of landscape architecture. With the reimagined ASLA.org and *LandscapeArchitectureMagazine*.org, we offer a premier, high-visibility platform where form meets function. Our clean, modern interface prioritizes stunning imagery and intuitive navigation, ensuring your products and services take center stage. Secure your place in the profession's new digital home and reach the decision-makers shaping the world's landscapes.

Placements run on a monthly basis (not impressions). There are a maximum of four rotations per location so advertisers are guaranteed 25% of share.

**Metrics** *(estimated monthly average year to date)*

| | ASLA.org | LAM.org |
|---|---|---|
| Pageviews | 216,748 | 23,384 |
| Active Users | 86,139 | 13,662 |



# Rates for ASLA Website Advertising

## Display ads—ASLA.org

| Position | Width X Height | 1X | 3X | 6X | 9X | 12X | 24X |
|---|---|---|---|---|---|---|---|
| Leaderboard Header | 728 x 90 | $4,200 | $3,906 | $3,696 | $3,570 | $3,444 | $3,276 |
| Leaderboard Inline | 728 x 90 | $2,640 | $2,455 | $2,323 | $2,244 | $2,165 | $2,059 |
| Sidebar Tower | 300 x 600 | $1,800 | $1,674 | $1,584 | $1,530 | $1,476 | $1,404 |
| Sidebar Square | 300 x 250 | $1,600 | $1,488 | $1,408 | $1,360 | $1,312 | $1,248 |

## Display ads—*LandscapeArchitectureMagazine*.org

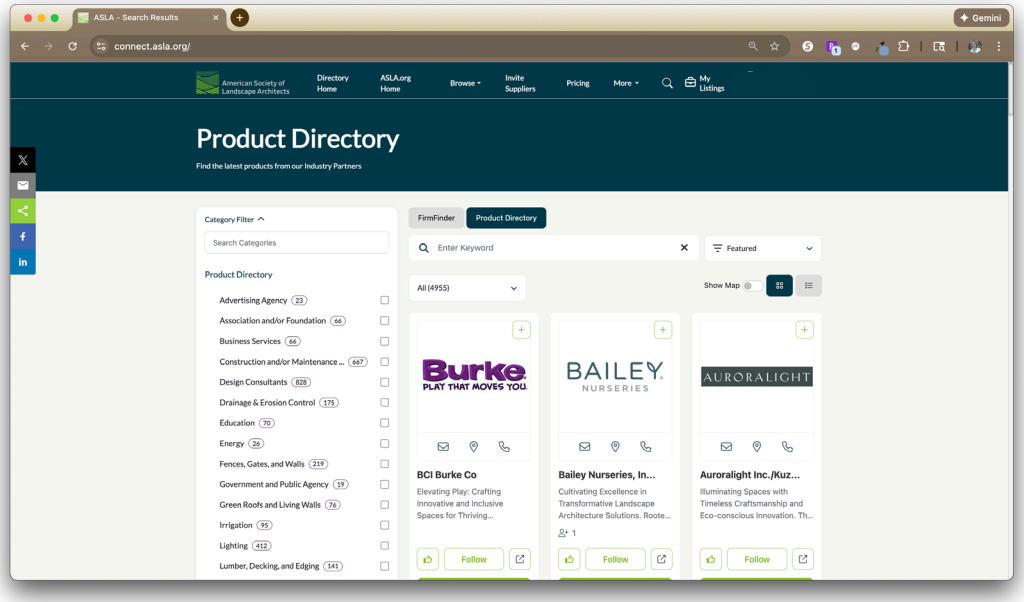
| Position | Width X Height | 1X | 3X | 6X | 9X | 12X | 24X |
|---|---|---|---|---|---|---|---|
| Leaderboard Inline 1 | 728 x 90 | $2,400 | $2,232 | $2,112 | $2,040 | $1,968 | $1,872 |
| Leaderboard Inline 2 | 728 x 90 | $1,600 | $1,488 | $1,408 | $1,360 | $1,312 | $1,248 |
| Sidebar Tower | 300 x 600 | $1,120 | $1,042 | $986 | $952 | $918 | $874 |
| Sidebar Square | 300 x 250 | $980 | $911 | $862 | $833 | $804 | $764 |

# The ASLA Online Product Directory—Your Virtual Showroom

ASLA's industry partners receive a complimentary basic listing in our new searchable online directory. A basic listing keeps your company in the conversation as professionals seek inspiration and source products for their next project.

Want to stand out? A premium listing transforms your presence from a simple name into a feature-rich digital storefront.

- **The Upgrade Advantage**. Add product galleries, detailed specs, and direct contact links.
- **Priority Placement**. Appear at the top of search results when members source materials.
- **Always On**. Maintain a constant presence with year-round visibility to both members and the public.




Visit **connect.asla.org** to view your listing. Log in to refine your profile and select upgrades designed to distinguish your brand from competitors.

## Visit connect.asla.org/Home/pricingpage for the full list of benefits for each level.

| Level | Cost per Year | Level Description |
|---|---|---|
| **Standard** | $300 | Maintain a consistent digital presence and stay top of mind with ASLA Connect. |
| **Silver** | $1,000 | Build visibility and credibility through a professional presence, with access to features that support brand growth and connection. |
| **Gold** | $3,000 | For mid-sized suppliers with growing product lines seeking to build brand recognition, develop leads, and enhance visibility. |
| **Platinum** | $6,000 | For larger suppliers with diverse product offerings and numerous locations aiming to showcase influence and leadership. **Includes a full page, fixed-format ad in the *LAM* Product Directory (published in December).** |




In 2027, ASLA will partner with IFLA for our annual conference in Chicago. The **World Conference on Landscape Architecture** will be the  largest gathering of landscape architecture professionals in the world, attracting more than 6,000 attendees and 300+ exhibitors.

# ASLA+IFLA

**2027** World Conference on Landscape Architecture

September 21–24, 2027 | Chicago, IL

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
- Plant education

## Exhibit Hall Dates

| | |
|---|---|
| **Exhibitor Load-In** | Monday, September 20<br>Tuesday, September 21 |
| **EXPO Open** | Wednesday, September 22<br>Thursday , September 23 |
| **Exhibitor Dismantle** | Friday, September 24 |

# Why Exhibit?

The **2027 World 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.

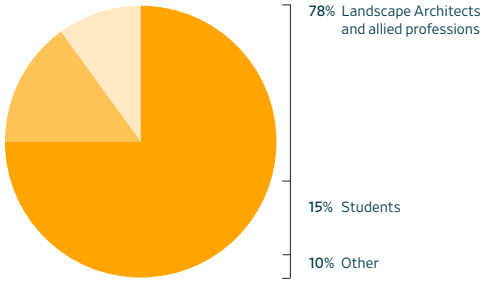
**95%**
of attendees surveyed stated that they visited the EXPO. The EXPO was a central attraction, drawing nearly all attendees to explore the latest products and services.

**62%**
plan to purchase or specify products they encountered at the EXPO within the next year.

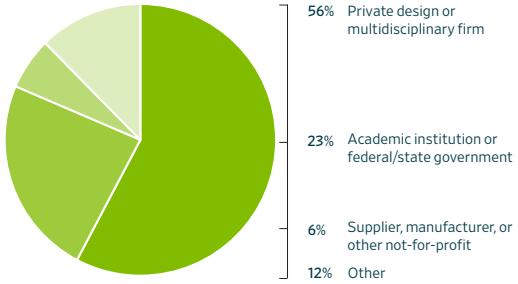
**45%**
of attendees plan to return to the conference next year.

**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*

# 2027 Exhibitor Benefits and Pricing

## Exhibitor Benefits

- Receive one complimentary full conference registration plus two booth staff registrations for every 100 sq. ft. purchased.*
- 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 one of three complimentary webinars hosted by our EXPO 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 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 September 17, 2026 | $38.50 | $3,850 | $7,700 |
| Standard | September 18, 2026–forward | $41.00 | $4,100 | $8,200 |

### Premiums

| Rate | Deadline | Corner | Endcap | Island |
|---|---|---|---|---|
| Early Bird | Ends September 17, 2026 | $262.50 | $385.00 | $525.00 |
| Standard | September 18, 2026–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

### 2027 Online Learning Labs

**$6,000**

Four (4) opportunities per year.

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

**$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

**Presenting Sponsor and Demonstration Opportunities Available**

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.

# 2027 ASLA Sponsorship Eligibility Matrix

We recognize that every organization that partners with ASLA has a unique set of objectives. Our philosophy is built on the belief that a sponsorship should not be a static logo placement, but a dynamic partnership that integrates your brand into the fabric of our community.

We have placed sponsorship benefits into three pillars—**Content**, **Conversion**, and **Credibility**. By categorizing our benefits, we allow you to tailor your investment toward the specific outcomes that drive your business forward. Below we outline four levels of sponsorship along with the investment and the associated benefits for each level. We also outline the à la Carte Selections available for each sponsor level.

## Sponsor Levels and Number of À la Carte Selections

| Levels | Investment | À la Carte Selections |
|---|---|---|
| Premier | $30,000+ | Choose 9 |
| Distinguished | $20,000–$29,999 | Choose 6 |
| Strategic | $15,000–$19,000 | Choose 4 |
| Champion | $7,500–$14,999 | Choose 2 |

## Benefits Included for All Sponsors ($7,500+)

+ Company logo on the conference website, linked to a preferred website
+ A sponsor thank you advertisement in *Landscape Architecture Magazine,* includes the company logo
+ Logo included on large-print sponsor thank you signage at the conference
+ Online profile upgraded to platinum level within the conference mobile app and website
+ Sponsorship-level icon added to the company profile in the conference mobile app and on the website

# 2027 ASLA Sponsorship Eligibility Matrix, *continued*

## À la Carte Selections

Below are the à la carte selections available for each sponsor level. **The check marks indicate which benefits are available to choose for each level of sponsorship.**

| Benefit | Pillar | Champion<br>Choose 2 | Strategic<br>Choose 4 | Distinguished<br>Choose 6 | Premier<br>Choose 9 |
|---|---|---|---|---|---|
| Investment | | $7,500–$14,999 | $15,000–$19,999 | $20,000–$29,999 | $30,000+ |
| Learning Lab Session. Limited inventory. | Content | | | | ✓ |
| One (1) 45-minute thought leadership presentation (non-PDH) hosted in your choice of designated activation stage: The Greenhouse, SKILL \| ED Career Hub, SKETCH! Studio, ASLA Live Podcast, or Author Signing Area. Content must remain objective and non-commercial.* | Content | | | | ✓ |
| Land8 Thought Leadership Article distributed via email. (26,000+ distribution) | Content | | | ✓ | ✓ |
| *LAND* Feature Article distributed via email (16,000+ distribution). | Content | | | ✓ | ✓ |
| Lunch and Learn Table—facilitator opportunity. Available to the first 10 sponsors that commit at the Distinguished or Premier level. | Content | | | ✓ | ✓ |
| Direct email to ASLA membership. (24,000+ distribution) | Conversion | | | | ✓ |
| Platinum Digital Profile in the conference mobile app + website. | Conversion | ✓ | ✓ | ✓ | ✓ |
| Listing in a targeted "Visit Our Booth" E-blast. | Conversion | ✓ | ✓ | ✓ | ✓ |
| Product Directory upgrade to "standard" level. | Conversion | ✓ | ✓ | ✓ | ✓ |

# 2027 ASLA Sponsorship Eligibility Matrix, *continued*

## À la Carte Selections

Below are the à la carte selections available for each sponsor level. **The check marks indicate which benefits are available to choose for each level of sponsorship.**

| Benefit | Pillar | Champion<br>Choose 2 | Strategic<br>Choose 4 | Distinguished<br>Choose 6 | Premier<br>Choose 9 |
|---|---|---|---|---|---|
| Investment | | $7,500–$14,999 | $15,000–$19,999 | $20,000–$29,999 | $30,000+ |
| Full page ad placement in the online ASLA+IFLA Conference Navigator distributed to all attendees one week prior to the conference for maximum exposure. Sponsor to provide artwork. Available to the first five (5) companies that commit to a Premier sponsorship. | Conversion | | | | ✓ |
| Half page ad placement in the online ASLA+IFLA Conference Navigator distributed to all attendees one week prior to the conference for maximum exposure. Available to the first eight (8) companies that commit to a Distinguished sponsorship. | Conversion | | | ✓ | |
| Ad placement in *The Landscape Report* sent via email for a two week run. Sponsor to provide artwork. Limited inventory. | Conversion | | ✓ | ✓ | ✓ |
| 10 Guest passes to the EXPO for client distribution. Guests required to register online. | Conversion | ✓ | ✓ | ✓ | ✓ |
| Interview with ASLA CEO to take place at the ASLA Conference for a podcast segment. Limited to the first six premier sponsors. | Credibility | | | | ✓ |
| National Leaders Welcome Reception (two tickets). | Credibility | | | ✓ | ✓ |
| Tagged on ASLA social media platforms as part of ASLA conference promotions. | Credibility | | | ✓ | ✓ |





# ASLA Corporate Membership Program

*Partnership with a purpose.*

ASLA Corporate Member

ASLA Corporate Membership connects you directly to ASLA's community of landscape architecture professionals—as a fellow member, not just a sponsor. Choose how you want to engage and your membership grows with you.

## EXCLUSIVE BENEFITS FROM DAY ONE

Every membership tier—from Standard to Platinum—is built upon a comprehensive foundation of benefits. Our dues structure scales with the size of your organization, ensuring value that aligns with your footprint.

- + One Affiliate Membership included
- + Use of ASLA Corporate Member logo
- + Three Professional Practice Networks
- + Listing in quarterly *LAM* Thank You ad
- + Subscriptions to *LAM*, *LAND*, and *The Field*
- + ASLA Biannual Industry Impact Report
- + Periodic Marketing Insights Webinar
- + Access to ASLA Member Directory

## ANNUAL DUES (Based on gross sales)

| UNDER $2M | $2M–$7M | OVER $7M |
|---|---|---|
| $999 | $1,749 | $2,499 |

## MEMBERSHIP LEVELS (Tier auto-adjusts with the channels you choose.)

### Standard

DUES ONLY

- Base benefits only—no channels engaged.

### Silver

ANY 1 CHANNEL

- Invitation to Corporate Member Committee
- Featured in *LAM* Buyer's Guide Email
- *Plus all Standard benefits*

### Gold

ANY 2 CHANNELS

- Special recognition at Annual Conference
- Complimentary Online Product Directory (Silver Listing)
- *Plus all Silver benefits*

### Platinum

ANY 3 CHANNELS

- *LAM* logo upgrade in Thank You ad
- Leaderboard ad on asla.org (one month)
- *Plus all Gold benefits*

Become an **ASLA Corporate Member**! Contact us to learn more.

**sales@asla.org | advertise.asla.org/cm**

**CREDITS**

COVER: ASLA 2026 Landmark Award | Lurie Garden at Millennium Park by GGN for Client: Millennium Park Foundation (Photo Credit: Catherine Tighe)

PAGE 2: ASLA 2026 Award of Excellence | Residential Design: Datum House by Wagner Hodgson. (Photo Credit: Landino Photo)

PAGE 5: ASLA 20226 Professional Honor Award | Urban Design: The Plaza and Cellars at Pearl Brewery, by Ten Eyck Landscape Architects for Silver Ventures, Inc. (Photo Credit: Adam Barbe)

PAGE 15, 19: ASLA

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