



## 2012 ASLA Colorado Sponsorship and Advertising Information Specifications, Schedule, Rates

**Sponsorship Categories Expire March 15, 2012**

### 2010 ASLA Colorado Sponsorship Packages

The sponsorship packages listed below are designed to provide value to the sponsors (more benefits at a lower cost than if ordered individually) and to reduce administrative expenses for everyone. Many of the benefits Sponsors receive are NOT available to non-sponsors. Consider signing up today for a sponsorship category that meets your marketing and advertising needs. If you are interested in “switching out” various products please contact ASLA Colorado for more information.

|   | <b>\$750<br/>Bronze<br/>Sponsor</b> | <b>\$2,000<br/>Silver<br/>Sponsor</b> | <b>\$3,000<br/>Gold<br/>Sponsor</b> | <b>\$4,000<br/>Platinum<br/>Sponsor</b> |
|---|-------------------------------------|---------------------------------------|-------------------------------------|---|
| <b>Main Page Website Rotating Logo</b>                          | No                                  | No                                    | Yes                                 | Yes                                     |
| <b>Sponsor Webpage Listing Linked to Your Website</b>           | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>eBulletin Listing as a Sponsor</b>                           | No                                  | Yes                                   | Yes                                 | Yes                                     |
| <b>Lunch &amp; Learn Presentation Opportunity*</b>              | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Webinar Opportunity</b>                                      | No                                  | No                                    | One                                 | Two                                     |
| <b>Logo Recognition as a Sponsor at the Annual Awards Event</b> | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Annual Awards Event Tickets</b>                              | One                                 | Two                                   | Three                               | Four                                    |
| <b>Event Posting on Web Calendar</b>                            | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Event Promotion in the eBulletin</b>                         | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Your Ad in <i>Exposures</i> Magazine**</b>                   | ¼ Page                              | ½ Page                                | ½ Page                              | Full Page                               |
| <b>Listing as a Sponsor in <i>Exposures</i> Magazine</b>        | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Recognition at all ASLA Colorado Events</b>                  | Yes                                 | Yes                                   | Yes                                 | Yes                                     |
| <b>Estimated Value</b>  | <b>\$1,600</b>                      | <b>\$2,850</b>                        | <b>\$4,350</b>                      | <b>\$7,000</b>                          |
| <b>Your Estimated Savings</b>                                   | <b>\$850</b>                        | <b>\$850</b>                          | <b>\$1,350</b>                      | <b>\$3,000</b>                          |

\*Please submit an application to ASLA Colorado (available separately). Lunch & Learns cannot be product sales events.

\*\*Please provide your advertisement in ready to print format. Note Silver Sponsors are now eligible for ½ page ads.

Note: Many of these opportunities are available ONLY to annual sponsors and may be subject to change.

**ASLA Colorado Membership Labels**

Due to restrictions placed on us by ASLA National the membership list is no longer available. Please consider placing your message in our eBulletin.

**Exposures Newsletter/Magazine (Digital)**

*Exposures* is the signature publication of the American Society of Landscape Architects Colorado. *Exposures* is designed as a full color magazine that can be printed in-house on any color printer and then bound. The content area measures 7.5 x 10 inches when printed. Each issue runs approximately 20-30 pages in length. A color pdf of the most recent *Exposures* is posted on the ASLA Colorado web site every quarter and this is viewed regularly by landscape architects and others from around the world. Go to [www.aslacolorado.org](http://www.aslacolorado.org) to see the most recent issue.

**Exposures Advertising Rates (Digital Publication With National Exposure)**

|                           | Quarter Page Ad                | Half Page Ad                             | Full Page Ad                     |
|---------------------------|--------------------------------|--|----------------------------------|
| <b>Individual Ad</b>      | \$200                          | \$350                                    | \$500                            |
| <b>Yearly</b>             | \$720                          | \$1,260                                  | \$1,800                          |
| <b>Volume Savings 10%</b> | \$80                           | \$140                                    | \$200                            |
| <b>Sponsorship</b>        | Included in Bronze Sponsorship | Included in Silver and Gold Sponsorships | Included in Platinum Sponsorship |

**Exposures Publication Schedule\***

|                         | Issue One | Issue Two | Issue Three | Issue Four |
|-------------------------|-----------|-----------|-------------|------------|
| <b>Theme</b>            |           |           |             |            |
| <b>Ad Copy Due</b>      | Feb 1     | May 1     | Aug 1       | Nov 1      |
| <b>Web Posting Date</b> | Mar 1     | June 1    | Sep 1       | Dec 1      |

\*These are target dates and may be moved.

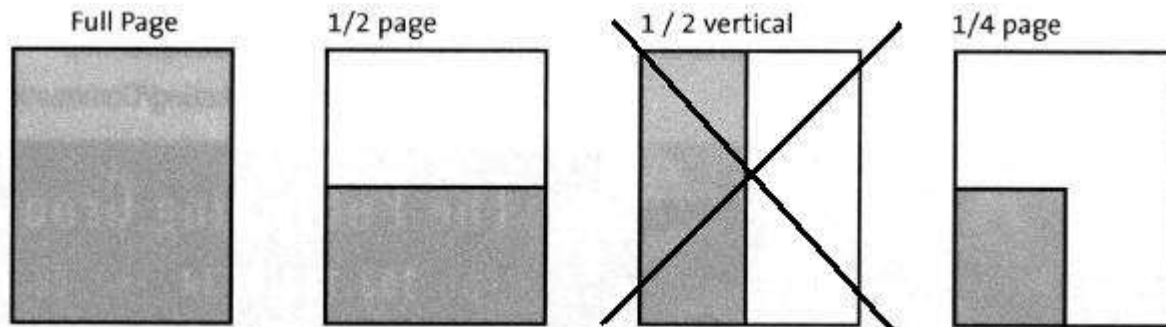
**Graphic Design Services**

If you need graphic design for your ad we can help you. The rates are \$45 for a full page ad, \$35 for a ½ page ad, and \$25 for a ¼ page ad.

**2010 Exposures Advertising Specifications**

- Ads must be CMYK at 300 DPI in PDF, JPEG, or TIFF formats.
- All fonts must be embedded or outlined as artwork
- A border may be added if an ad has white space with no edges
- Submit your ads to [info@ccasla.org](mailto:info@ccasla.org)

|                | Full Page  | Half Page     | Quarter Page    |
|----------------|------------|---------------|-----------------|
| <b>Ad Size</b> | 7.5" x 10" | 6.5" x 4.375" | 3.125" x 4.375" |



**Contact Information**

For any and all advertising questions contact the ALSA Colorado association manager Greg Williams at [info@aslacolorado.org](mailto:info@aslacolorado.org) or for FAST assistance phone him at 303-748-0321. Note: Pricing and availability is subject to change.

## Sponsor Checklist

Please provide the following materials to ASLA Colorado ([info@aslacolorado.org](mailto:info@aslacolorado.org)).

- Your completed sponsorship pledge form and payment  
Note the pledge form is your invoice. We can send you a separate invoice if you request one.
- Your “ready to print” Exposures advertisement (see above)  
Note we have graphic design assistance available.
- Your logo in high-resolution format (vector, eps, tiff for example)
- Your logo in .jpg or .pdf format  
Note if you have special instructions for your logo (such as color specifications) please let us know
- If you wish to sponsor a Lunch and Learn we have a form for this and will send it upon request
- If you wish to promote an event in the eBulletin please provide a few lines of text preferably 2 weeks in advance (or more) and contact information.

Questions? Call Greg Williams at 303-748-0321.