



2013 ASLA Colorado Exposures Newsletter Advertising Rates, Schedule, and Specifications

Exposures is published quarterly in both print and digital form. Approximately **600** members and friends are on the mailing list for the print issue. Members and friends also receive an email notifying them when the digital issue is posted on the website which receives approximately **2,000** hits each month on the main page (where the link to the newsletter is located).

Rates

Sponsors receive free advertising privileges as a benefit of being a sponsor.

- Gold Sponsors (\$4,000 level) receive a full page ad in each issue
- Silver Sponsors (\$2,500 level) receive a half page ad in each issue
- Bronze Sponsors (\$1,000 level) receive a quarter page ad in each issue

Individual ads are available as follows. A 10% discount is available for orders of four or more ads.

- Full Page ad \$1,000 per issue
- Half Page ad \$500 per issue
- Quarter Page ad \$250 per issue

Publication Schedule

All advertisers (including Sponsors) must submit their ad copy by the following deadlines and to the listed specifications in order for it to appear in the newsletter.

1st Quarter 2013. Color, features images from the December Design Awards. Note in 2013 this issue will be combined with the 2nd Quarter issue.

2nd Quarter 2013. Color and combined Spring and Summer edition.

- Articles and Advertisements Due: May 10
- Issue Date: June 1

3rd Quarter 2013. Black and White. Fall edition.

- Articles and Advertisements Due: August 10
- Issue Date: September 1

4th Quarter 2013. Black and White. Winter edition.

- Articles and Advertisements Due: November 10
- Issue Date: December 1

Ad Specifications

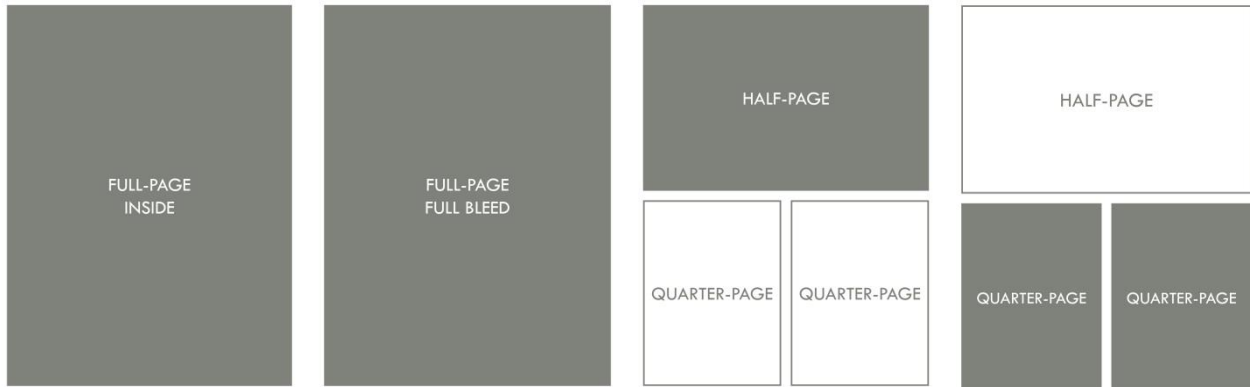
- Photoshop EPS (min. resolution 266 ppi., 300 ppi recommended)
- TIFF (min. resolution 266 ppi, 300 ppi recommended)
- JPEG (min. resolution 266 ppi, 300 ppi recommended)
- Press-Optimized PDF

- Illustrator EPS with type converted to curves and no placed/embedded art from other programs

If you would like ASLA Colorado to create an ad for you, please provide all copy, logos and related art and the photos no later than 30 days prior to the month of publication. For example, we need all your material by November 1st for a December 1st publication date. The charge for this service is \$100 per ad.

Ad Sizes

- Full Page Inside 7.5" wide x 10.0" high. Vertical Format.
- Full Page Full Bleed 8.75" wide x 11.25" high (8.5" x 11" trim size). Vertical Format
- Half Page Inside 7.5" wide. x 4.875" high. Horizontal Format.
- Quarter Page inside 3.625" wide x 4.875" high. Vertical Format.



Contact Information

Submit all ads and correspondence electronically to Greg Williams at info@aslacolorado.org or for *FAST* assistance phone him at 303-748-0321.

You can use the attached order form to place your order, you can email your order, or you can telephone your order, or you can pay by check. Make your check out to ASLA Colorado and mail it to ASLA Colorado, PO Box 200822, Denver, CO 80220.

You can also pay online. This is preferred. If you pay online you will receive a receipt in seconds. Go to www.aslacolorado.org, hover your cursor over the **news** tab and the **advertise** sub-tab will appear. Click on it and select the "Pay by Credit Card (PayPal)" option. You don't need a PayPal account to use this option.

If you need an invoice, Requisition, or a Purchase Order please contact us and we can construct one to your specifications.

If you need a receipt please let us know. If you pay by credit card online a receipt will automatically be generated. If you pay by check your cancelled check is your receipt.



ORDER FORM AND INVOICE

American Society of Landscape Architects Colorado

Attn: Gregory E. Williams, Association Manger
 PO Box 200822, Denver, CO 80220
 Phone: 303-748-0321 Fax: 303-322-9682
 info@aslacolorado.org

Date: _____
 NAME: _____
 FIRM: _____
 ADDY: _____
 CITY: _____ STATE: _____ ZIP: _____
 PH: _____
 EMAIL: _____

Instructions: Please remit amount due within 30 days. Make check payable to **ASLA Colorado** and return a copy of this invoice with your check to the address above. You may fax the order with credit card payment information to 303-322-9682 (no coversheet necessary). Do not email your credit card information. For more information please email info@aslacolorado.org or call 303-748-0321. Thank you.

ASLA Colorado EIN: 74-2704309		
For	Notes	Amount
Exposures Advertising		
Total Amount Due:		

FOR CREDIT CARD PAYMENTS – VISA and MasterCard only	
If you pay by credit card, please mail the following information (or you may phone or fax it to the address/fax above) and please keep a copy as your receipt. Please do not email your credit card information. We will bill your card for the amount due above.	
Card Number	
Three Digit Number on Back of Card	
Expiration Date of Card	
Name as it appears on card	
Mailing address associated with the card	
City, State, Zip	
Phone Number of cardholder	
Email Address of Cardholder (for questions and your receipt)	