



## **2010 ASLA Colorado Advertising and Sponsorship Information, Specifications, Schedule, Rates**

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**New Features and Up To 33% Lower Prices  
Sponsorship Categories Expire Feb 28, 2010**

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### **E-Bulletin Advertising (Digital)**

The E-Bulletin is an electronic publication that is emailed to the ASLA Colorado membership and business partnership lists every two weeks (alternating Mondays) and is packed with useful information about upcoming events and activities. It also features a graphic of a recent award-winning landscape architecture design. Each issue can accommodate one logo ad or horizontal ad (at the bottom of the bulletin) linked to your web site. In addition to being directly emailed to each member, a link to the most recent E-Bulletin also appears on the main page of our web site at [www.aslacolorado.org](http://www.aslacolorado.org) where anyone from anywhere in the world can access your ad.

This is a new advertising opportunity that has many advantages over other options and that make it a very economical and attractive approach. The exposure that you receive exceeds the exposure you receive with a ¼ page ad in our quarterly magazine (because it is a live link) but at the same cost.

Each ad is \$200. If you order two or more ads *simultaneously in advance* they are \$160 each (a 20% savings). Ads are available for the January-June publishing window until May 1. After May 1<sup>st</sup> ads may be available in the July-December publishing window if this new program is continued. The ad layout should be a horizontal rectangle with the height width ratio of approximately 1:3 – 1:4 although in some cases a square ad (or logo) will be accommodated.

Note that Bronze, Silver, Gold, and Platinum Sponsorship categories include E-Bulletin advertising.

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### **Website Listing**

The newly redesigned website features rotating logos for our sponsors on the main page. If you wish to have your logo featured on the website please select from among the sponsorship packages listed below. Your logo will link directly to your website. This is a special feature for sponsors and is not otherwise available.

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### **ASLA Colorado Membership Labels**

As in the past an Adobe pdf of the ASLA Colorado membership list is available for \$120. This is an ideal option for businesses who wish to mail a postcard or letter to each active member of ASLA Colorado. Please allow one week for delivery although the labels can often be provided in less time.

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### **Awards Book (Digital)**

Following the Annual Awards Program each fall ASLA Colorado assembles a digital publication that commemorates each of the award winners with graphics of each design and a descriptive narrative. Advertising in this Awards Book is available at the same rate and in the same sizes as advertising in Exposures (see below).

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## **Exposures Newsletter/Magazine (Digital)**

*Exposures* is the signature publication of the American Society of Landscape Architects Colorado. *Exposures* is designed as a full color quarterly 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 25-35 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. Each issue in 2010 will have a specific design theme.

## **2010 Exposures Advertising Rates (Digital)**

	<b>Quarter Page Ad</b>	<b>Half Page Ad</b>	<b>Full Page Ad</b>
<b>Individual Ad</b>	\$200	\$350	\$500
<b>Yearly (4 ads)</b>	\$720	\$1,260	\$1,800
<b>Volume Savings 10%</b>	\$80	\$140	\$200
<b>Sponsorship</b>	4 ads Included in Silver Sponsorship	4 ads Included in Gold Sponsorship	4 ads Included in Platinum Sponsorship

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## **2010 ASLA Colorado Sponsorship Packages (Valid Through Feb 28, 2010)**

The sponsorship packages are designed to provide value to the sponsors (more benefits at a lower cost than if ordered individually) and to reduce administrative expenses for both the sponsor and ASLA Colorado (in terms of processing invoices and making payments). 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 (perhaps you would like more E-Bulletin ads) contact ASLA Colorado for more information.

	<b>Bronze Sponsor Value</b>	<b>Silver Sponsor</b>	<b>Gold Sponsor</b>	<b>Platinum Sponsor Super Value</b>
<b>Cost</b>	\$1,000	\$2,000	\$3,000	\$4,000
<b>Exposures Ads</b>	4 Quarter Page Ads	4 Quarter Page Ads	4 Half Page Ads	4 Full Page Ads
<b>E-Bulletin Ads</b>	Two Ads	Two Ads	Four Ads	Four Ads
<b>Event Recognition*</b>	All Events	All Events	All Events	All Events
<b>Awards Dinner Tickets</b>	One Ticket	One Ticket	One Ticket	Four Tickets
<b>Website Listing</b>	No	Yes	Yes	Yes*
<b>Exposures Listing as a Sponsor</b>	Yes	Yes	Yes	Yes
<b>Annual Awards Issue Ad</b>	None	None	None	Full Page
<b>Estimated Value</b>	\$1,950	\$2,950	\$3,950	\$6,200

\*This includes events throughout the year such as the Awards Dinner, Golf Tournament, and Social and Educational Programs.

\*\*This is an enhanced website listing that appears twice in the sponsor rotation or for an extended duration.

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## **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.

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## 2010 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

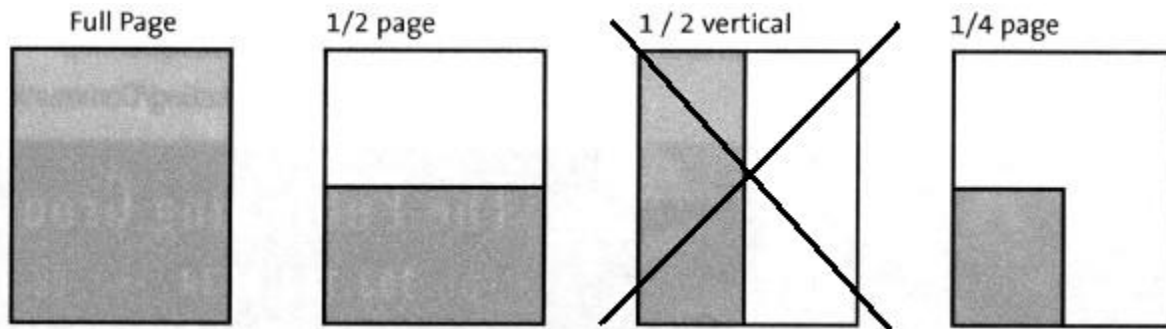
\*These are target dates and may be moved.

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## 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 will be added if an ad has white space with no edges
- Advertising layout and graphics assistance is available at an hourly rate. See above.
- For ad layout questions contact Marissa Solomon at 303-359-4922 or [msolomon82@gmail.com](mailto:msolomon82@gmail.com)
- 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 "




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## 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.

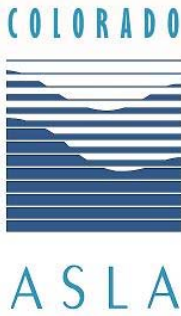
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## Order Form

An order form is available on the ASLA Colorado web site at [www.alsacolorado.org](http://www.alsacolorado.org) or can be obtained by sending an email to [info@aslacolorado.org](mailto:info@aslacolorado.org). Payments can be by check or credit card.

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Note: Pricing and availability is subject to change.



# ORDER FORM AND INVOICE

## Colorado Chapter American Society of Landscape Architects

Attn: Gregory E. Williams, Association Manger  
PO Box 200822, Denver, CO 80220  
Phone: 303-830-6616 Fax: 303-322-9682  
[info@ccasla.org](mailto:info@ccasla.org)

Date: \_\_\_\_\_  
 NAME: \_\_\_\_\_  
 FIRM: \_\_\_\_\_  
 ADDY: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 PH: \_\_\_\_\_

Instructions: Please remit amount due within 30 days. Make check payable to CCASLA 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) or scan it and send it by email in pdf format. For more information please email [info@ccasla.org](mailto:info@ccasla.org) or call 303-830-6616. Thank you.

CCASLA EIN: 74-2704309		
For:	Notes	Amount
Total Amount Due:		

<b>FOR CREDIT CARD PAYMENTS – VISA and MasterCard only</b>	
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. 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 (for questions)	
Signature of cardholder	