



Association of
Professional
Landscape
Designers

Advertising Opportunities

APLD members make purchasing decisions related to their designs, and give their clients feedback about where to purchase materials needed to enhance the design of their outdoor living areas. If you are looking to reach this industry, you need to advertise with APLD.



The Designer (Digital Magazine)

- Digitally distributed to more than 2,000 subscribers. (Offered free-of-charge to anyone interested.)
- Contains editorial features, industry-related articles and landscape design inspiration.
- Ads available in full color.
- Deadline: August 1

Design Online (e-Newsletter)

- Distributed on the first of every month to all APLD members with email.
- Ads available in full color.
- Deadline: the 15th day of the previous month (i.e. January 15th is the deadline for the February 1st issue)

Rights of the Publisher

APLD reserves the right to refuse or to edit any advertisement for any reason it deems necessary.

Acceptance Terms for Advertising

- Discounted rates for APLD members only.
- Enclosed insertion contract must be used.
- Ads are non-commissionable.
- Net due 30 days. 1% interest after 30 days.
- No refunds will be granted for cancellations of advertising after the stated deadline for the publication.

File Formats

- **We accept the following file formats:** PDF or linked PDF. Formatting needed for both right and left facing.
- **Resolution:** All file formats must have a minimum of 300 dpi (dot per inch) resolution or greater.
- **Fonts:** For readability, it is highly suggested no fonts be smaller than 14 pt.



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Advertising Contract

Contact Information:

Advertiser/Company Name: _____ Date: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Email: _____ Phone: _____

The Designer

Ad Size (from chart below): _____ Amount Due: _____

Design Online

Ad Size (from chart below): _____ Amount Due: _____

Month for Publication:

☐ January ☐ February ☐ March ☐ April ☐ May ☐ June
☐ July ☐ August ☐ September ☐ October ☐ November ☐ December

Publication	Ad Dimensions	APLD Member (Per Issue)	Non-Member (Per Issue)
<i>The Designer</i>	Full Page - 8.5" w x 11" h	\$400	\$500
<i>The Designer</i>	½ Page Horizontal - 8.5" w x 5.5" h	\$300	\$400
<i>Design Online</i>	Full Page - 8.5" w x 11" h	\$150	\$350
<i>Design Online</i>	½ Page Horizontal 8.5" w x 5.5" h	\$75	\$175

Advertisement: ☐ Enclosed ☐ To follow (email to ads@apld.org) ☐ Use previous advertisement on file

Method of Payment:

Total Amount: \$ _____

☐ Check (made payable to APLD) ☐ Visa ☐ MasterCard ☐ Discover ☐ AmEx

Credit Card Number: _____ Exp. Date: _____

Name on Card (please print): _____ Security Code: _____

Billing Address (if different from above): _____

Signature: _____