



# The best place to reach your markets

Now you have three ways to reach your primary target markets:

- 1 **GROUNDWORK** Magazine
- 2 The LCA website and
- 3 The *LCA Gram*

## GROUNDWORK Magazine

Printed every other month and distributed electronically every month, thousands of Maryland, District of Columbia and Virginia Green Industry professionals read *GROUNDWORK*. Each issue features articles on topics relevant to the Green Industry professional and business owner. Articles range from the latest trends in landscaping, to horticulture or other industry issues, seasonally relevant topics, business management and other items to keep Green Industry readers up-to-date and informed. With *GROUNDWORK* you get:

### Targeted markets

Every month, Green Industry professionals in Maryland, the District of Columbia, Virginia and surrounding states, see your products and services. You directly reach the potential users of your product, business owners and decision makers.

### Cost Effectiveness

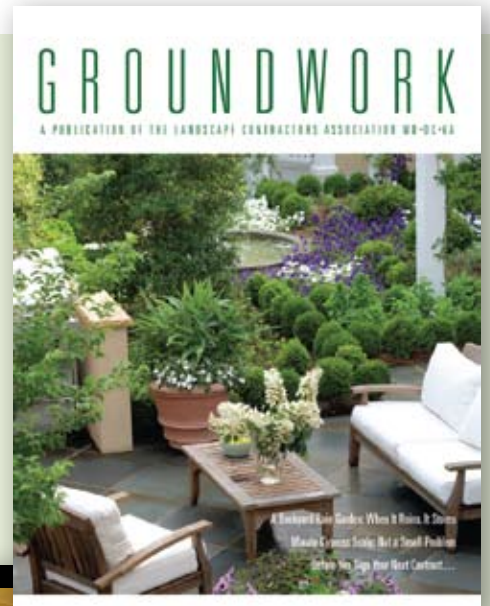
You reach thousands of *GROUNDWORK* readers every month with competitive rates and a quality format.

### Quality

*GROUNDWORK* is professionally produced monthly with knowledgeable writers and guest articles by industry experts.

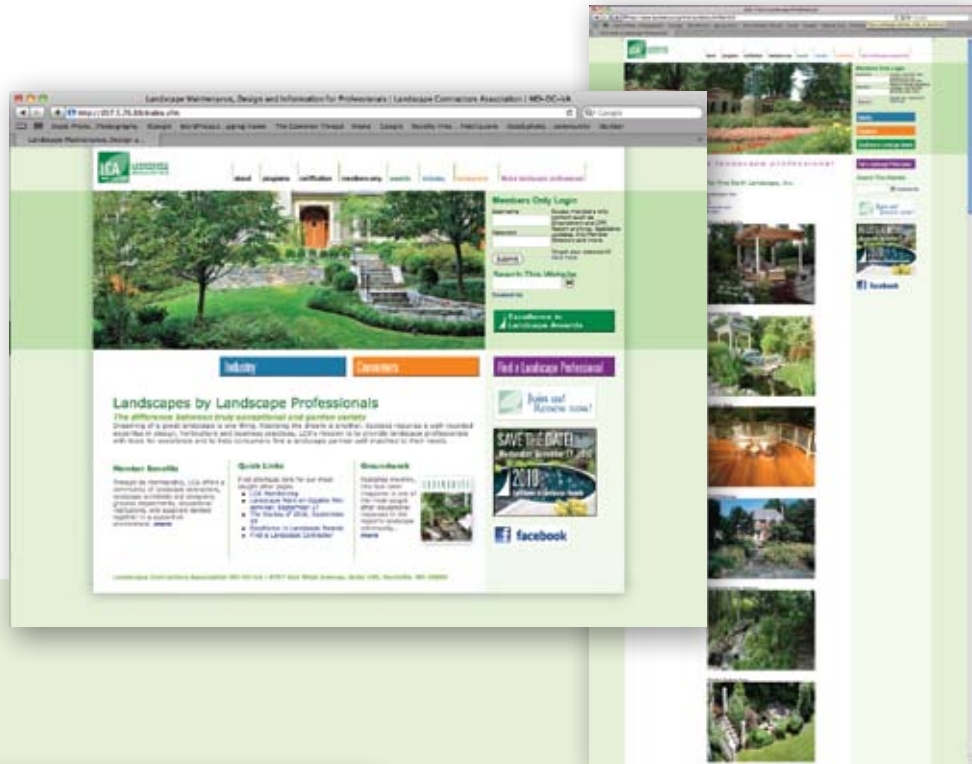
### Bonus Distribution

Copies of *GROUNDWORK* are distributed at events LCA members and non-members attend throughout the year. Plus, the electronic version of *GROUNDWORK* goes with each issue of LCA's eNewsletter, the *LCA Gram*. This multiplies your exposure many fold.



## LCA Website

LCA's newly designed website offers you even greater exposure to reach your audiences every day of the year! Now you can target LCA members or consumers through the LCA website, choose targeted pages or run-of-site advertising and link to your website. Plus you can receive discounted rates for multiple placements or sponsorships!



## LCA Gram

Now you can increase your visibility with every LCA member firm and employee by advertising in the *LCA Gram*. From March through October, connect with LCA members every week. From November through February, every month. Plus you can receive discounted rates for advertising three months or more! Your ad will link to your website homepage or any page you choose.

The image is a screenshot of the LCA Gram advertisement page. At the top, it says 'LCA Gram' and 'Grow smarter with the landscape experts'. Below this, there's a section 'In This Issue' with several items: 'Excellence in Landscape Awards!', 'Exhibit at the Awards Program', 'Pesticide Recertification Conference', 'NEW! Advertise in the LCA Gram', '2nd Annual Chesapeake Storm Events Conference', 'October 2010 Issue of iLandscape', and 'IPM Report'. There are also social media icons for 'Join us on Facebook' and 'Find us on Facebook'. The main content area features three large advertisements: 1) 'Excellence in Landscape Awards &amp; Certification Recognition Program' for Wednesday, November 17th, 6:30 pm - 10:30 pm at Gaithersburg Marriott. 2) 'Exhibit at the Excellence in Landscape Awards Program' for the same event, mentioning co-sponsor North Carolina Nursery and Landscape Association and exhibitor BB&amp;T. 3) 'Pesticide Recertification Conference Register Now!' for Thursday, February 24, 2011 at National Youth 4-H Conference Center, Chevy Chase, MD. Each advertisement includes a 'Click here to register now and save!' link.

## Save with multiple placements

Not only can you reach your primary markets and save by contracting for three or more times in each publication, but you can save by placing ads in more than one publication! Contact [lca@mgmtsol.com](mailto:lca@mgmtsol.com) to find out how much you can save!

With the Landscape Contractors Association MD•DC•VA, you maximize your advertising dollars with the single best audience you can reach in the Baltimore-Washington-Northern Virginia Metropolitan region. So don't delay, reserve your advertising space today!

## Send Advertising Contract to

Landscape Contractors Association MD•DC•VA  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850

**Phone** 301.948.0810 **Email** [lca@mgmtsol.com](mailto:lca@mgmtsol.com)  
**Fax** 301.990.9771 **Website** [www.lcamddcva.org](http://www.lcamddcva.org)

# Rates and Specifications

## General Information

- Advertising rates are effective November 1 through October 1.
- **Payment is due with a signed contract.**
- A signed contract must accompany your camera-ready artwork.
- No refunds will be given on advertising payments. If LCA membership is not renewed, member ad rates will revert to non-member rates.
- When a change of copy is not received by the final closing date, the publisher reserves the right to publish your ad from a previous insertion.

## Design Services

LCA offers in-house design services to help you with your ad design needs at a rate of \$85 per hour.

## Production Charges Extra

Any ads submitted that do not meet the proper ad specifications will be re-set and production charges will be incurred at advertiser's expense.

## LCA Website Rates

### File Requirements

Digital files should be sent via email. LCA accepts GIF and JPEG files. LCA will work with you to identify page placement.

### Available to members only

Type	Duration	Homepage per month	Run of site per month	Referral page per month
BUTTON 175 x 175 pixels	1 month	\$250	\$200	\$250
	3 months	\$225	\$185	\$225
	6+ months	\$200	\$150	\$200
SKY- SCRAPER* 175 x 325 pixels	1 month	N/A	\$400	N/A
	3 month		\$375	
	6 month		\$325	

\*Skyscraper ads are available only for run of site.

## LCA Gram Rates

### File Requirements

Digital files should be sent via email. LCA accepts GIF and JPEG files.

While pricing is monthly, your ad will run once per week March through October and once per month November through February.

### Available to members only

Size	1 month		3 months per month		6+ months per month	
	Mar-Oct	Nov-Feb	Mar-Oct	Nov-Feb	Mar-Oct	Nov-Feb
125x125 pixels	\$150	\$100	\$130	\$90	\$110	\$70
125x250 pixels	\$165	\$125	\$140	\$115	\$125	\$100
125x375 pixels	\$200	\$150	\$180	\$125	\$160	\$115

## Groundwork Rates

### File Requirements

Digital files should be sent via email or mailed on a CD-ROM as Hi-Res (300dpi) EPS, TIFF, PDF and JPEG files.

### Publisher's Indemnities

Publisher reserves the right to mark "advertisement" on copy which readers might confuse with editorial content and to refuse copy which offends good taste or takes unfair competitive advantage. No rebates will be made for errors in key numbers or for omissions or errors in the Advertisers Index.

### Final Closing Dates

The final closing date for payment and artwork is the first business day of the month prior to the issue in which you wish to advertise.

### Inserts

An insert may be included with the mailing of GROUNDWORK. Inserts must be supplied by the company and cannot be larger than 8 1/2" x 11". Additional charges may be incurred if insert results in additional postage due to weight.

**One-time Insert Fee:** LCA Member \$250 Non-Member \$475

### Ad Rates (Members)

Ad Size	1 month		6 months		12 months	
	BW	FC	BW	FC	BW	FC
Full Page	\$275	\$365	\$1485	\$1975	\$2800	\$3725
1/2	\$205	\$275	\$1155	\$1535	\$2100	\$2795
1/3	\$175	\$235	\$970	\$1290	\$1800	\$2395
1/4	\$145	\$195	\$785	\$1045	\$1500	\$1995
1/6	\$125	\$165	\$675	\$895	\$1275	\$1695

**Cover Ads** Inside Front, Inside Back, and Back Covers available only in full color, 12 month run for \$4500

**Classified Ads:** \$1.50 per word—minimum charge \$20 • \$2.50 for each word in bold • \$3.50 for each word in color • \$10 each for special ad set-up (logo, borders, etc.)










### Ad Rates (Non-Members)

Ad Size	1 month		6 months		12 months	
	BW	FC	BW	FC	BW	FC
Full Page	\$550	\$735				
1/2	\$410	\$545				
1/3	\$350	\$465	N/A	N/A	N/A	N/A
1/4	\$290	\$385				
1/6	\$250	\$335				

**Cover Ads** Inside Back cover available only in full color, 12 month run for \$5500

**Classified Ads:** \$3.00 per word—minimum charge \$20 • \$5.00 for each word in bold • \$7.00 for each word in color • \$20 each for special ad set-up (logo, borders, etc.)

### Ad Sizes

Full Page Bleed	Full Page No Bleed	1/2 Horizontal	1/2 Vertical A	1/2 Vertical B
				
8.75x11.25	7.5x9.5	7.5x4.875	5x6.75	3.6x9.5
1/3 Vertical	1/3 Square	1/4 Vertical	1/6 Vertical	All text must be kept 0.5 inches from the edge of Full-Bleed ads.
				
2.3x9.5	5x4.875	3.6x4.875	2.3x4.875	



# LCA 2012

# ADVERTISING CONTRACT

Please complete and return this contract, along with your payment, to LCA.

## Contact Information

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Payment Information

We agree that this order is subject to the terms and provisions indicated in Rates and Specifications. Rates for space do not include production costs.

2012 LCA Member \_\_\_\_\_  YES  NO

Total Amount Due \_\_\_\_\_ \$

Method of Payment \_\_\_\_\_  Check (*made payable to LCA*)  
 MasterCard  VISA

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

## Groundwork Ad Information

Ad Size	Ad Rate	Ad Month(s)
<input type="checkbox"/> Covers	<input type="checkbox"/> 12 months	
<input type="checkbox"/> Full Page ( <i>No Covers</i> )	<input type="checkbox"/> 1 months	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr
	<input type="checkbox"/> 6 months	<input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug
	<input type="checkbox"/> 12 months	<input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1/2 Page FC or BW	<input type="checkbox"/> 1 months	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr
	<input type="checkbox"/> 6 months	<input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug
	<input type="checkbox"/> 12 months	<input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1/3 Page FC or BW	<input type="checkbox"/> 1 months	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr
	<input type="checkbox"/> 6 months	<input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug
	<input type="checkbox"/> 12 months	<input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1/4 Page FC or BW	<input type="checkbox"/> 1 months	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr
	<input type="checkbox"/> 6 months	<input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug
	<input type="checkbox"/> 12 months	<input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> 1/6 Page FC or BW	<input type="checkbox"/> 1 months	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr
	<input type="checkbox"/> 6 months	<input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug
	<input type="checkbox"/> 12 months	<input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec
<input type="checkbox"/> Classified	LCA Members	\$1.50 per word—minimum charge \$20 \$2.50 for each word in bold \$3.50 for each word in color \$10 each for special ad set-up (logo, borders, etc.)
	Non Members	Double the rate above

## LCA Website Ad Information (Members Only)

Type	Duration	Home page	Run of site	Referral page
Button 175 x 175 pixels	1 month	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	3 months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	6+ months	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skyscraper 175 x 325 pixels	1 month		<input type="checkbox"/>	
	3 month	N/A	<input type="checkbox"/>	N/A
	6+ months		<input type="checkbox"/>	

## LCA Gram Ad Information (Members Only)

Size	1 month	3 month	6+ months
125x125	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
125x250	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
125x375	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## General Information

- Advertising rates are effective November 1, 2011 through October 31, 2012.
- **Payment is due with signed contract and by final closing date for each issue.**
- Signed contract must accompany camera-ready ad copy.
- No refunds will be given on advertising payments. If LCA membership is not renewed, member ad rates will revert to non-member rates.
- When change of copy is not received by final closing date, publisher reserves right to print ad from previous issue.
- All advertisers needing original materials returned, please specify and enclose a stamped, self-addressed envelope with ad submittal.
- **Questions?** Contact Lynn Turner, Member Services Manager (301) 948-0810 / lca@mgmtsol.com.

## Send this contract to

Landscape Contractors Association MD•DC•VA  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850

Phone 301.948.0810 Email lca@mgmtsol.com  
Fax 301.990.9771 Website www.lcamddcva.org