

SOCIETY OF LANDSCAPE ARCHIECTS MEDIA GUIDE

Sitelines Annual BCSLA Membership & Firm Roster

FOR MORE INFORMATION, PLEASE CONTACT:



BY THE NUMBERS

100%

We represent 100% of the registered landscape architects in BC.

\$51.8 M

Landscape architecture is a nearly \$51.8 million industry in BC.*



Our members spend more than \$42.8 million on products and services annually.*

BCSLA ADVANTAGE

The BCSLA promotes continuing education and high standards of professional practice in order to assure the health, safety, and welfare of the public in British Columbia under the Architects (Landscape) Act.

The Sitelines Annual BCSLA Membership & Firm Roster is delivered to more than 1,700 individuals in the landscapte architecture industry who rely on this networking and source guide.

LAST YEAR'S DIGITAL EDITION RECEIVED 6,687 PAGE VIEWS



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

Reach 100% of the landscape architecture professionals in BC. Contact your Naylor account executive today!

Print and Digital naylornetwork.com/bcl-nxt/



*http://statcan.gc.ca/tables-tableaux/sum-som/101/cst01/serv40k-eng.htm

SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

Net Advertising Rates

All rates include an Ad Link in the digital edition of the roster.

Revisions and Proofs: \$50 Position Guarantee: 15% Premium

Full-Color	Rates
Double Page Spread	\$ 4,279.50
Outside Back Cover	\$ 3,349.50
Inside Front or Inside Back Cover	\$ 3,129.50
Full Page	\$ 2,569.50
1/2 Page	\$ 1,429.50
1/4 Page	\$ 899.50
1/8 Page	\$ 589.50

Black-and-White	Rates
1/2 Page	\$ 1,189.50
1/4 Page	\$ 669.50
1/8 Page	\$ 459.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. For the latest online specs, please visit **www.naylor.com/onlinespecs**

Digital Edition Branding Opportunities

Skyscraper | \$575

Sponsorship with Toolbar | \$525

Leaderboard |\$525

Digital Belly Band | \$525

Member Listing Enhancement



Draw attention to your business by adding your full color or black-and-white logo to your listing in the *Sitelines Annual BCSLA Membership & Firm Roster*. Your logo will increase awareness of your brand and make your listing stand out.

Products and Services Marketplace Section



Showcase your company's message to decision-makers in landscape architecture businesses across British Columbia. This full-colour advertising opportunity allows you to highlight your products and services to members of the BCSLA.

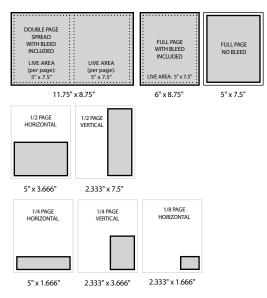
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted docosent to our ad(s) appearing in an online version of this publication. Acceptance of this contract ad advertising content is subject to additional charges. A charge of \$35.00 will be levied for futured checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position also cancelled and range and charges. A charge in writing prior to the Cancellation Death their suble cancelled in writing prior to the Cancellation between swill be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as pf November 2018)



PRINT ADVERTISING SPECIFICATIONS

SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

Roster Trim Size: 5.75" x 8.5"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Specs for Roster Outsert

1 Pg / 2 Surface 5.75" x 8.5" Postcards 6" x 4.25"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at **www.naylor.com/adupload**

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition

For the latest online specs, please visit **www.naylor.com/onlinespecs**

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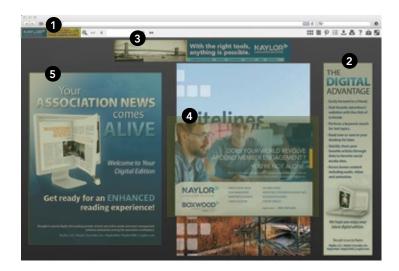
SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on BCSLA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *Sitelines Annual BCSLA Membership & Firm Roster* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.





Sponsorship MAX* | \$525

Your message will be prominently displayed directly across from the cover of the magazine.

Ad Link Included in display ad rates Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

*Video capabilities are not supported for Sponsorship MAX.

1 Toolbar | Free with Digital Sponsorship

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

2 Skyscraper | \$575

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

3 Leaderboard | \$525

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

4 Belly Band | \$525

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

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For the latest online specs, please visit **www.naylor.com/onlinespecs**



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER DIGITAL EDITION BRANDING OPPORTUNITIES

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

Select from the following options:

- **Skyscraper** | \$575
- **Sponsorship Max with Toolbar** | \$525
- □ Leaderboard | \$525
- □ Belly Band | \$525

All rates are per insertion. Invoices are issued upon publication



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. For the latest online specs, please visit **www.naylor.com/onlinespecs**

ADVERTISER INFORMATION

Company Name:	
Primary Contact:	_Position:
Address:	
City:	_State/Province: Zip/Postal Code:
Phone:	Fax:
Email:	_Website:
I agree to all the terms of the rate sheet and this contract a	s applicable for my company.

Payment Authorization Signature: X _____ Date: ____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of 35.500 added to the invoice amount. Acceptance of this contract is ubject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (BCL-R0019)



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER MEMBERS ONLY: LISTING ENHANCEMENT OPPORTUNITY!

British Columbia Society of Landscape Architects encourages members to do business with other BCSLA Affiliates and Suppliers. The *Sitelines Annual BCSLA Membership & Firm Roster* is a fantastic opportunity for members to network with each other. Increase your company's visibility by adding either your full-colour or black-and-white logo to your member listing.

Reach the decision-makers in British Columbia's landscape architect industry with this cost-effective marketing opportunity!

Select from the following options:

- □ **Full-colour logo**| \$379.50
- □ Black-and-white logo \$249.50

All rates are per listing.



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name:	
Primary Contact:	Position:
Address:	
City:	State/Province: Zip/Postal Code:
Phone:	_Fax:
Email:	_Website:

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____

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Date: _



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER SUPPLIERS' GUIDE

Promote your company's products and services in the official Supplier's Guide section of the *Sitelines Annual BCSLA Membership & Firm Roster*. Include your company's name, contact information and 50-word description to ensure that you are showcased to members year-round.

Select from the following options:

- □ 50-word profile with Full-Colour Logo \$409.50
- **50-word profile with Black-and-White Logo** \$299.50
- **50-word profile** \$219.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name:			
Primary Contact:	Position:		
Address:			
City:	State/Province:	Zip/Postal Code:	
Phone:	Fax:		
Email:	Website:		

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____

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_Date: _



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER PRODUCTS & SERVICES MARKETPLACE

Showcase your company's message to decision-makers in landscape architecture businesses across British Columbia. This full-colour advertising opportunity allows you to highlight your products and services to the members of the BCSLA. Secure your space by completing this form and returning to your Naylor account executive.

Select from the following options:

- **1/2 Page Horizontal** \$1,169.50
- □ 1/4 Page Vertical \$599.50

All rates are net and per insertion.



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

Company Name:	
Primary Contact:	Position:
Address:	
City:	State/Province:Zip/Postal Code:
Phone:	Fax:
Email:	Website:

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____

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_Date: _



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

DIRECT-MAIL OPPORTUNITIES

Catch readers' attention by placing a flyer, brochure or postcard inside the clear bag in which *Sitelines Annual BCSLA Membership & Firm Roster* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication.

In addition to the printed version, we can attach your direct-mail piece to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.

Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Print & Digital Distribution	Digital Distribution Only
1-Page (2 surfaces.)	\$1,129.50	\$1,279.50	\$400
2-Page (4 surfaces)**	\$1,729.50	\$1,929.50	\$600
Postcard	\$1,129.50	\$1,279.50	\$400

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value. **3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

ADVERTISER INFORMATION

_Position:
_State/Province: Zip/Postal Code:
Fax:
_Website:

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____

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_Date: _



SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. If your product or service is not listed below, a new category can be created for you.

- Architectural Signmakers
- Bamboo Suppliers
- Bark Products
- Bicycle Parking Systems
- Bike Racks
- Cedar Fencing Retaining & Sun Decks
- □ Coloured & Creative Concrete
- Complete Tree Services
- Compost-Mulch
- Concrete Colouring & Texturing
- □ Concrete Fencing
- Concrete Interlocking Pavers & Segmental Retaining Walls
- □ Concrete Repair & Protection
- Custom Mixed Potting Soils
- Engineered Lighting Products
- □ Flower & Tree Suppliers
- □ Flower Suppliers
- □ Furniture-Outdoor
- Garden Supplies
- □ Grass Seed & Fertilizer Suppliers
- Irrigation Associations
- Irrigation Products
- □ Landscape & Masonry Designers
- □ Landscape-Borders & Edges
- Landscape-Irrigation Garden Consultants

- □ Landscape Accessories
- □ Landscape Architects
- □ Landscape Architecture & Design
- □ Landscape Contractors-Stonework
- □ Landscape Designers
- Landscape Edging-Paving Restraints
- □ Landscape Equipment & Supplies
- □ Landscape Fertilizers & Turf Grass Seed
- □ Landscape Supplies
- Landscape/Irrigation Garden Consultants
- Landscaping
- □ Landscaping & Irrigation
- Landscaping-Bark Mulch & Top Soil
- Landscaping Supplies
- □ Lighting (Architectural)
- Lighting Consultants
- Liners
- Natural Stone Products
- Nurseries
- □ Nurseries/Growers
- Nursery Supplies
- Organic Fertilizers & Natural Soil Amendments
- Outdoor Recreation & Architectural Product Suppliers

- Park & Playground Equipment Specialists
- □ Park Benches & Retaining Walls
- Perennials
- Plastic Pipe Products
- Playground & Recreation Equipment
- Playground Suppliers
- Dend Liners & Geotextiles
- D Rock Formations & Water Gardens
- Sculptured Rock
- Signs
- Site Furnishings
- □ Site Improvement Products
- □ Skylights
- Sprinklers
- □ Sprinklers-Lawn & Irrigation
- Tree Farms
- Tree Movers
- □ Turf & Fertilizer Suppliers
- Turf Suppliers
- □ Wire Baskets-Burlap
- Other: ____

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

____Additional Categories X \$20 = \$_____

NAYLOR

Initial:_____Date:_____

SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the British Columbia Society of Landscape Architects and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of BCSLA.

Acacia Landscape Inc. Adera Natural Stone Supply Architek Sustainable Building Products Inc. Barkman Concrete **Bartlett Tree Experts Basalite Concrete Products ULC** Bearberry Creek Greenhouses BURNCO Rock Products Ltd. CDM2 Lightworks Core Gravel DB Perks & Associates Denbow Transport Ltd. Dobney Foundry Ltd. Durante Kreuk Ltd. Envirospec Inc. Equiparc Frances Andrew Site Furnishings Gaia Green Products Ltd. Habitat Systems Inc. Heike Designs Inc. Landscape Forms Inc. Marathon Surfaces Inc. McElhanney Consulting Services Ltd. Meadows Landscape Supply Metrix Professional Insurance Brokers NATS Nursery Ltd. Nilex Inc.

Northwest Landscape Supply Ltd. Pacific Bark Blowers Inc. Pacifica Nurseries Inc. PFS Studio Piroche Plants Inc. PlayWorks Precision Greens Premier Pacific Seeds Ltd. Premier Tech Horticulture Purple Springs Nursery PWL Partnership Landscape Architects Inc. Quattro Lighting Inc. RecTec Industries Inc. Richard Findlay Landscape Architect Inc. Specimen Trees Ltd. Stantec Consulting Ltd. Swing Time Distributors Ltd. T. Moscone & Bros. Landscaping Ltd. Terralink Horticulture Inc. Urban Systems Ltd. Vaughan Landscape Planning & Design Ltd. Veratec Engineered Products Inc. Wesgroup Equipment West Coast Bark Products Western Turf Farms Ltd. Wishbone Site Furnishings Turf Suppliers

