

COLORADO green

Official publication of ALCC serving the green industry in the Rocky Mountain region

2021

MEDIA KIT

The ALCC member
publication for Colorado's
\$2 billion green industry

The magazine for the Rocky
Mountain region's landscape
professionals since 1979

Exclusive, landscape
industry-specific
readership





Colorado Green is the leading publication for the landscaping industry in the Rocky Mountain region. It is an award-winning magazine that has been continually published for over 40 years. Our online edition, *Colorado Green NOW*, is distributed via email twice each month.

When you advertise with ALCC in *Colorado Green* and *Colorado Green NOW*, you reach a unique audience of skilled, authoritative, well-connected green industry professionals.

THEY'RE BUYING WHAT YOU'RE SELLING

Put your business in front of our narrowly-segmented audience that's interested in what you have to sell. No guesswork here, these are your ideal green industry prospects.

LOYAL READERSHIP

Association members and magazine readers are loyal. They know every issue will contain valuable information that they need to run their business and stay up-to-date on the green industry. They view ads as supportive to the editorial, not disruptive to the experience.

TRUSTED AUTHORITY

Audiences have a more favorable opinion of companies that advertise in trade publications. Your brand, through advertising in the pages of *Colorado Green*, benefits from ALCC's influence and reputation.

UNMATCHED AUDIENCE

Every issue is mailed directly to leading companies that serve and support Colorado's green industry. Sectors include landscape contracting, arborists, landscape contractors, greenhouses and nurseries, and suppliers like irrigation supply and aggregate materials.

READY TO PULL THE TRIGGER

Tap into the buying power of our readers -- landscape companies, suppliers and municipality/affiliate organizations -- who purchase the products and services required to keep their green business thriving. Super-efficient, no wasted ad spend.



2021 EDITORIAL LINEUP

Every issue of *Colorado Green* delivers primary information to readers that they can't get elsewhere. From industry and legislative news to insightful articles written by industry peers about the business of the business, ALCC and *Colorado Green* educate members about news, trends, products, processes, technologies, and regulations specific to the green industry.

EDITORIAL SPECIAL FOCUS

January | February

Know in the industry as the "ProGreen Issue" (that may mean something new this year). In addition to EXPO news, updates and highlights, we'll have a bonus feature on the 2020 ELITE winner for Landscape Construction, Singing Hills Landscape. Also, in this issue we'll profile installation and construction landscape companies.

March | April

The Kick-Off to Spring Issue. We'll support and inform readers as green companies ramp up for the peak landscape/outdoor season in Colorado. We'll talk tips and trends while showcasing the best in the industry for their innovative designs and unique use of color.

May | June

And the WINNER is ... our Awards Issue! Your exclusive, annual opportunity to acknowledge and thank the companies that create your strong foundation. Suppliers can show their support of their green industry customers alongside The ELITE Awards finalists and winners.

July | August

The Water issue: Trends, best practices and new products for water use efficiency. We'll update readers on the initiatives of the Irrigation Association as part of Smart Irrigation Month. Don't miss our profile of The ELITE Award winner for Sustainability and/or Irrigation Management.

September | October

The Design/Build issue: Celebrating best in class landscape design and installation. Don't miss it -- the projects promise to be amazing! We'll also profile our Design/Build ELITE Award winners - more great photos and projects to inspire you!

November | December

The Business Best Practices issue. Focused on the foundational aspects of running a green business. What new devices, time savers and business tools are available? Which suppliers can bolster and support you in 2022? Also, in the issue we'll talk to the MVPs of our operations: ELITE Award winners for Customer Service and Community Stewardship.





IN EVERY ISSUE

Readers rely on and look forward to our standing departments. Imparting critical and timely information about regulatory and compliance changes, workforce development, tips and tools to drive business growth, plant recommendations, advocacy and much more!

DEPARTMENTS INCLUDE

Green News & Notes

News of achievements by Colorado green industry professionals, milestones reached [Milestones is a department just after Green News, but only when there is something to cover]

Legislative & Advocacy Update

News about industry advocacy efforts and regulatory issues affecting landscape companies and other green businesses.

Sustainable Landscape Management

The latest about ALCC's sustainability initiative customized for Colorado landscapes

Profiles

A closer look at the people behind the landscape industry, demonstrating the breadth and depth of talent present.

Business Sense

Information from industry peers about business management, operations, marketing, and financial management.

Workforce

An update on efforts to attract and train the next generation of the industry.

Plant Picks

recommendations from Colorado State University and Plant Select® for plants well-suited to Colorado's unique growing conditions.

Parting Shot

Interesting topics related to the world of horticulture and landscaping.



WHY ADVERTISE?

For more than 50 years, ALCC's mission has been simple: to help Colorado's landscape companies have successful businesses. ALCC is nationally recognized as a leading trade association in the green industry. We provide the leading companies in Colorado's green industry with business resources, marketing tools, advocacy, peer-to-peer networking, mentoring, sustainability education and much more.

As the official publication of ALCC, *Colorado Green* and *Colorado Green NOW* deliver news and information that support that mission. »



INFLUENTIAL, UNDUPLICATED READERSHIP

Our exclusive readership includes a diverse array of enterprises which provide unique and valuable products and services to our readership of landscape industry professionals. Our members include executives from companies involved in:

- Landscaping Services
- Landscape Lighting
- Landscape Architectural Services
- Irrigation Systems and Services
- Outdoor Power Equipment Distributors
- Nurseries, Greenhouses and Garden Centers
- Equipment Repair and Maintenance
- Snow Management

TARGETED AUDIENCE

Deliver your message to our landscape industry-specific audience of decision-makers. Members read *Colorado Green* to get better at their jobs and explore trends and innovations. How will they discover you?

CREDIBILITY

ALCC has an unmatched level of influence with members that for-profit media and the Web cannot match. Your ad in *Colorado Green* places your products and services within the ALCC sphere of influence which elevates your brand.

MAGAZINE MEDIA MATTERS

Ads are part of the magazine reading experience because they align with the rest of the content and add to the magazine's value. ALCC members actually want to read your ad.

INSPIRED READERS

Association magazines have a higher readership than traditional B2B media, and therefore a better return on investment for advertisers. Ads in the magazine are part of the reading experience, rather than an interruption.

CIRCULATION & DISTRIBUTION

Our unique distribution methods ensure your advertising message reaches decision makers with purchasing authority in the green industry. No wasted circulation here - every company and contact plays a meaningful role within our green industry.

5,000 copies of each issue of *Colorado Green* are distributed to landscape industry professionals throughout Colorado and beyond.

- Mailed to ALCC member companies
- Delivered to our proprietary list of prospective members
- Available to specialists within the landscape industry through ALCC partner organizations
- Content is shared digitally and through email

DATES & RATES

Closing Dates

ISSUE	AD CLOSE	MATERIALS DUE
Jan/Feb	Nov 10	Nov 17
Mar/Apr	Jan 14	Jan 21
May/Jun	March 17	March 24
Jul/Aug	May 17	May 24
Sep/Oct	July 19	July 26
Nov/Dec	Sept 15	Sept 22

Ad rates

	1X	3X	6X
Spread	\$3,476	\$3,031	\$2,628
Full Page	\$1,802	\$1,568	\$1,356
2/3 Vertical	\$1,568	\$1,356	\$1,197
1/2 Horizontal	\$1,399	\$1,219	\$1,070
1/3 Vert/Square	\$1,219	\$1,070	\$932
1/4 Vertical	\$1,081	\$943	\$826
1/6 Vert/Horiz	\$943	\$826	\$720

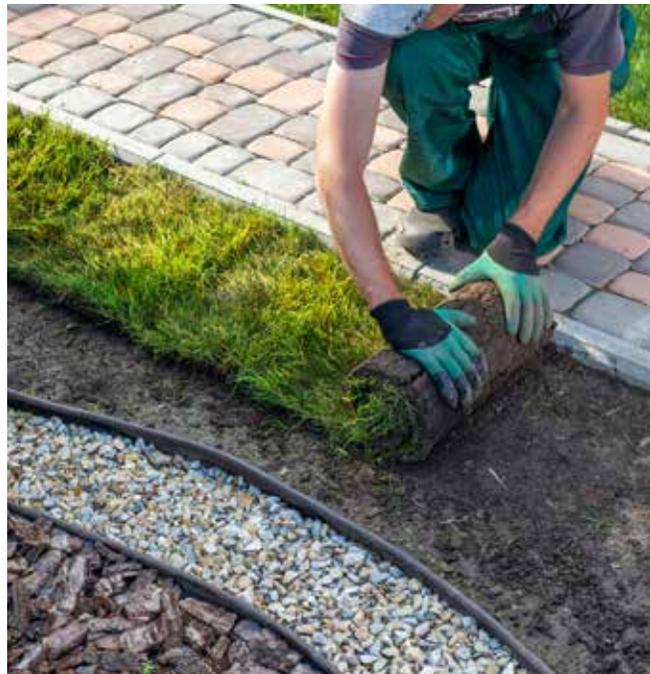
Premium Positions

Inside Front Cover	\$2,077	\$1,802	\$1,568
Adjacent to IFC	\$2,172	\$1,886	\$1,632
Middle Spread	\$3,816	\$3,339	\$2,893
Inside Back Cover	\$2,077	\$1,802	\$1,568
Back Cover	\$2,172	\$1,886	\$1,632
TOC Adjacent	\$2,077	\$1,802	\$1,568

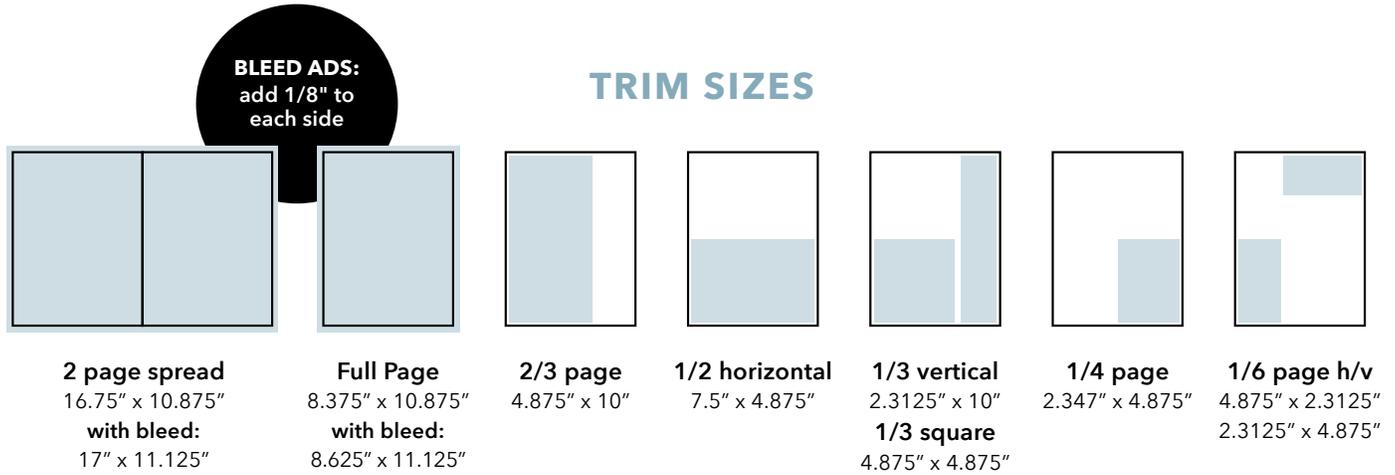
Colorado Green NOW Digital Rates*

Leaderboard \$700

*Colorado Green NOW advertising is exclusively available to ALCC member companies.



SPECIFICATIONS



General Information

1. Signed contract must accompany print-ready ad materials.
2. When ad materials are not received by ad material due date, publisher reserves the right to print the ad from the previous issue.
3. Cancellations must be received in writing 14 days prior to ad close.
4. In the event of a printer's error, the ad will be rerun in the next issue as a make good; no monetary credit will be issued.

Print Ad Specifications

Ad materials not submitted in an acceptable format or received after the due date will be subject to production fees and/or late fees. If you need an advertisement created, our in-house agency can develop and design an advertisement. Call your sales rep for pricing and details.

Size

If your document is not built to the correct size, the final output might not be what you expect. With spreads, we do not guarantee perfect alignment of type or graphics across the gutter.

Live Area

Information placed less than .375" from trim edge risks being cut off and displaying incorrectly.

File Format

Ad materials must be submitted as print-ready PDF/X1A files only, images CMYK, 300dpi at 100%, fonts embedded.

Digital Ad Specifications for Colorado Green NOW

- Leaderboard size: 728 x 90 px (with a sample in grey please)
- Static JPG, 15K file size
- Public Link URL

File Transfer

ww.dropbox.com
User name:
ads@hungryeyemedia.com
Password: password
Place in appropriate folder.

Confirm Upload

Please notify us that you've uploaded your ad and provide the correct file name. Email to susan@hungryeyemedia.com.

Miscellaneous

Colorado Green is not responsible for errors or color discrepancies on ads not accompanied by a proof.



Photography courtesy
of ALCC's The ELITE
Award winners 2020.



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JOIN ALCC TODAY!

COLORADO GREEN AND COLORADO GREEN NOW:

The official publications of ALCC

CONTACT

MARTHA DICKENSON

Sales Manager

mimi_nwp@yahoo.com | (303) 257-6499

