



COLORADO green

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

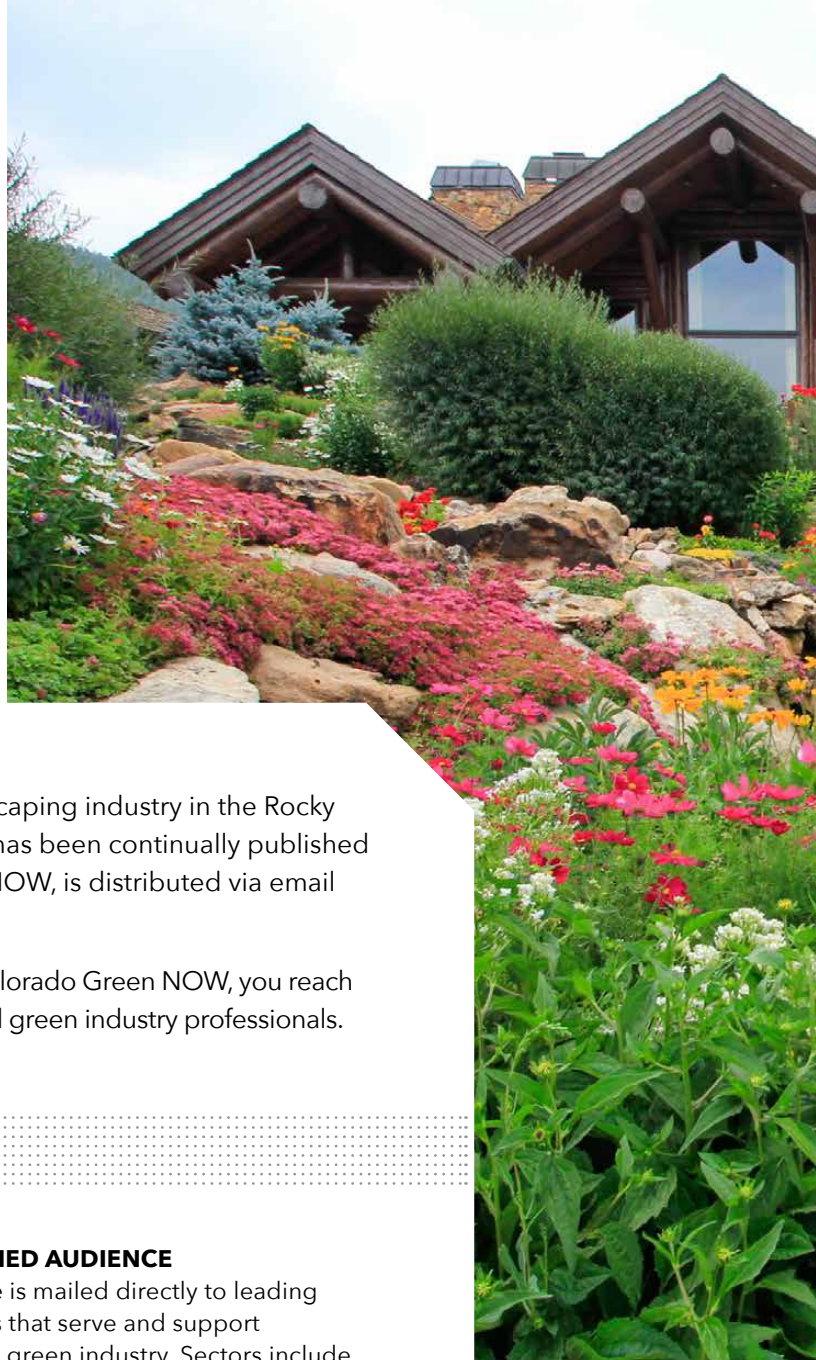
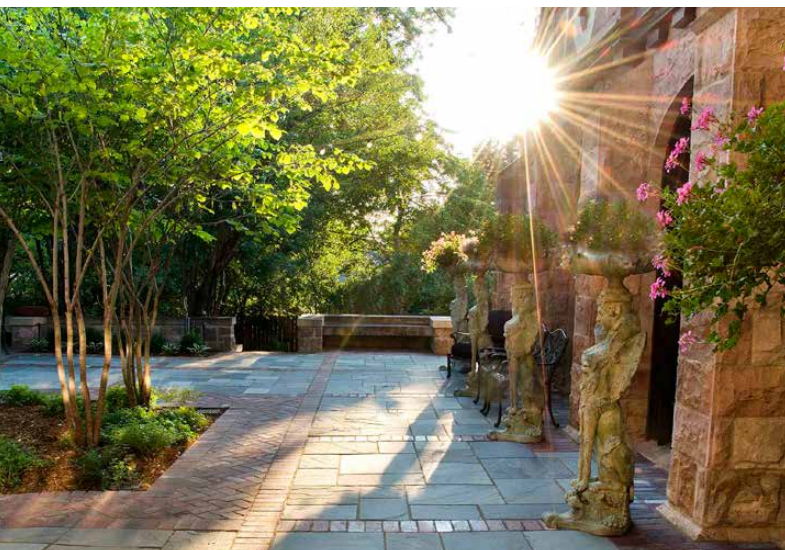
2022

MEDIA KIT

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

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 exclusive audience that is distinctly 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 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.





2022 EDITORIAL LINEUP

Every issue of *Colorado Green* delivers essential 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

The Awards issue. ELITE awards and other national industry awards won by Colorado 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 design trends and sales/customer service tips. Don't miss our profile on The ELITE Award for Plant Design.

May | June

The People issue. We'll feature our MVP ELITE Awards recognition and talk about the people behind the scenes supporting the industry. Learn what motivates people in the industry and how the industry evolves to meet the needs of its members.

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.

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 ELITE Award winners in Design/Build and Landscape Construction -- more great photos and projects to inspire you!

November | December

The Business Best Practices issue. Focused on the foundational aspects of running a green industry business. What new devices, time savers and business tools are available? Which suppliers can bolster and support you in 2023? Also, in the issue we'll talk to the MVPs of our operations: ELITE Award winners for Customer Service and Community Stewardship.

DON'T MISS...
Your chance to be seen
in the pages of *Colorado
Green* at the ProGreen
EXPO. Copies of this issue
are made available to all
attendees.



PROFILES

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

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.

Photo Showcase

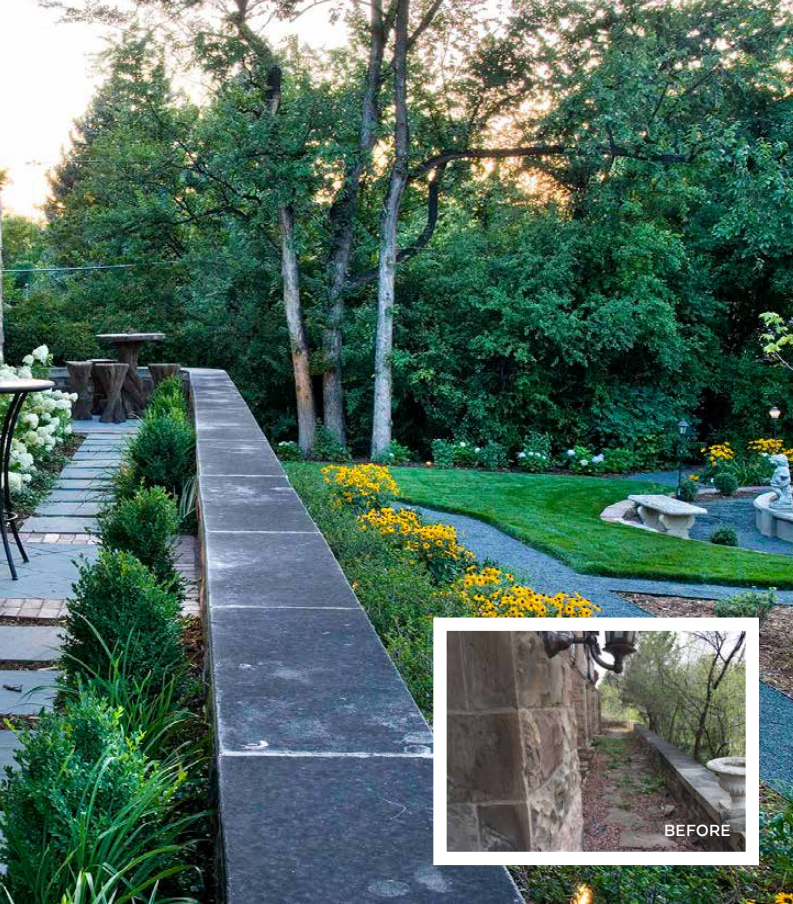
Photos give a glimpse into life in the industry.

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. ALCC provides 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

Exclusive readership includes a diverse array of enterprises which provide unique and valuable products and services to our readership. Our members include executives from companies involved in specifying and purchasing:

- 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 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 18
Mar/Apr	Jan 14	Jan 24
May/Jun	March 16	March 23
Jul/Aug	May 16	May 23
Sep/Oct	July 18	July 25
Nov/Dec	Sept 13	Sept 20

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
Masthead Adj. 2/3 vert	\$1,802	\$1,560	\$1,376

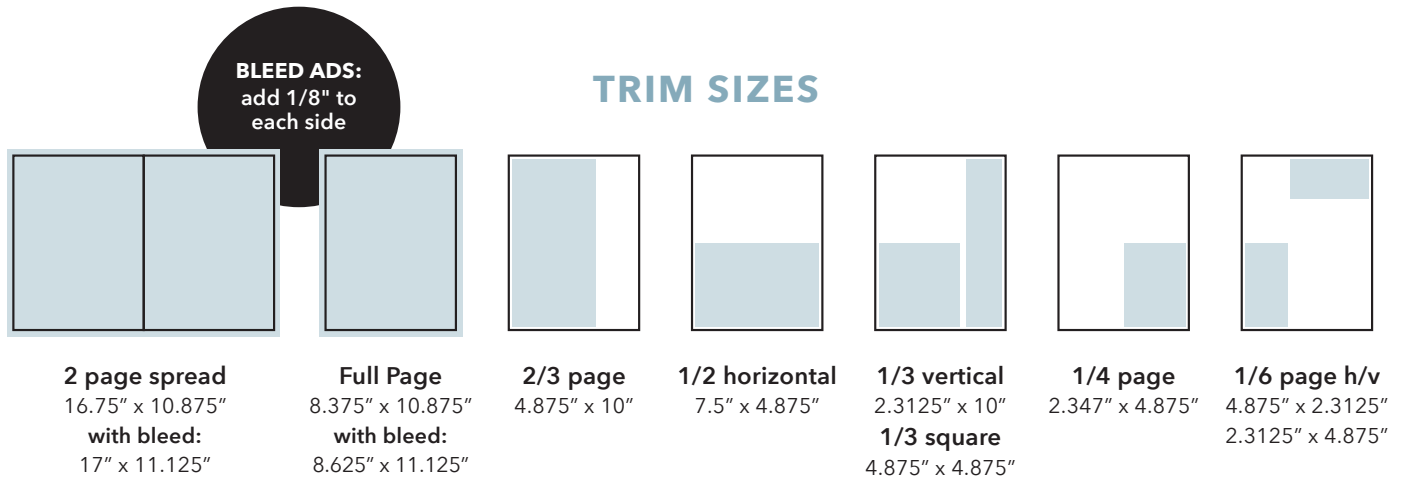
Colorado Green NOW Digital Rates*

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.

Please do not include crop marks, bleed or color information.

Digital Ad Specifications for Colorado Green NOW

- Leaderboard size:
728px x 90px
- Static JPG, 15K file size
- Public Link URL

File Submission

Please email directly to Martha Dickenson, at mimi_nwp@yahoo.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.



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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