



# COLORADO green

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

## MEDIA KIT

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## 2019

CELEBRATING 40 YEARS

GET IN FRONT OF  
LANDSCAPE PROFESSIONALS  
WITH PURCHASING POWER

5,000 COPIES PRINTED AND  
DISTRIBUTED EACH ISSUE

LARGEST REACH OF ANY  
COMPARABLE PUBLICATION  
SERVING COLORADO



## \$2 Billion: the green industry's annual contribution to Colorado's economy.

Grass, trees, flowers and shrubs surround us in the urban environment — and they aren't here by accident. Landscape professionals are the orchestrators of the urban outdoors, creating and crafting vital ecosystems that contribute to the economic and psychological well being of our communities.

**Tap into the buying power** of this \$2 billion industry. On a daily basis, *Colorado Green* readers make purchasing decisions to acquire the resources they need to conduct their green-industry business — tools, equipment, hardscape and irrigation, products and supplies, plants, vehicles, and more, that are essential to getting the job done.

**Our readers represent the staying power** of the landscape industry. They are savvy and astute. They survived the recession, are thriving in the improved economy and they appreciate a good deal. They sell quality to their clients and seek products, equipment and services to run a successful business.

**Our readership includes** multi-state landscape companies that manage or install large commercial projects, small one-person design studios and all types and sizes of landscape. Collectively, these businesses contribute \$2 billion to Colorado's economy and employ more than 40,000 landscape professionals statewide.

## Advertise in the leading magazine targeting the green industry in the Rocky Mountain region and get your share of the market.

**Colorado Green is the leading publication** for the green industry in the Rocky Mountain region. It is an award-winning magazine that has been published continuously for nearly 40 years. The online edition - *Colorado Green NOW* - is distributed via email twice each month for additional digital advertising opportunities.



FOR ADDITIONAL ADVERTISING INFORMATION: Please contact **MARTHA DICKENSON**  
Senior Account Representative - at 303.257.6499 or email [mimi\\_nwp@yahoo.com](mailto:mimi_nwp@yahoo.com)

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## Colorado Green's Reach Across the Industry

Colorado Green readers include the wide range of professionals within all segments of the green industry

- Landscape architects
- Landscape designers
- Landscape design/build professionals
- Irrigation specialists
- Concrete and masonry professionals
- Lawn and tree care applicators
- Lawn and landscape maintenance professionals
- Garden center owners and managers
- High-end gardeners
- Parks and recreation managers
- Water managers
- Grounds maintenance professionals
- Growers
- Horticulturists
- Educators

## 2019 Editorial Lineup

We pack each issue with news and information our readers can use. Topics regularly featured include:

- Business management
- Operational efficiencies
- Recruitment and retention
- Marketing and promotion
- Financial management
- Equipment updates
- Sustainable practices
- Water and conservation
- Materials Hardscape
- Decking
- Outdoor trends
- Outdoor furniture and fabrics
- Lighting
- Irrigation
- Plant selection
- Regulatory and compliance issues
- Advocacy and legislation

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



## Colorado Green NOW

Colorado Green NOW is a digital communication delivered twice monthly via email. The email magazine includes stories from the print version of *Colorado Green* as well as timely news for the green industry. It is distributed to all current ALCC member companies and select employees. Open rates are well above the 23% industry average.

## Editorial Special Focus

### January/February Issue

ProGreen EXPO Issue\* \*Distributed on-site to exhibitors and attendees

### March/April Issue

Recruiting & Retaining Employees

### May/June Issue

Industry Awards

### July/August Issue

Water and Smart Irrigation Month

### September/October Issue

Hardscapes, Industry Recruitment

### November/December Issue

Regulatory Landscape

## Dates, Rates and Specifications

\*\*\* Ads due the 25th of the month prior to publication

### Closing Dates

ISSUE	AD CLOSE	AD MATERIALS DUE
Jan/Feb	Nov 11	Nov 18
Mar/Apr	Jan 20	Jan 27
May/June	March 20	March 27
Jul/Aug	May 12	May 19
Sep/Oct	July 14	July 21
Nov/Dec	Sep 15	Sep 22

### Rates

	1X	3X	6X
Spread	\$3,280	\$2,860	\$2,480
Full Page	\$1,700	\$1,480	\$1,290
2/3 Vertical	\$1,480	\$1,290	\$1,130
1/2 Horizontal	\$1,320	\$1,150	\$1,010
1/3 Vert/Square	\$1,150	\$1,010	\$880
1/4 Vertical	\$1,020	\$890	\$780
1/6 Vert/Horiz	\$890	\$780	\$680

### Premium Positions

	1X	3X	6X
Inside Front Cover	\$1,960	\$1,700	\$1,480
Middle Spread	\$3,600	\$3,150	\$2,730
Inside Back Cover	\$1,960	\$1,700	\$1,480
Back Cover	\$2,050	\$1,780	\$1,540

### Digital Rates

Leaderboard	\$600
Right Box	\$550
Left Box	\$500

### 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 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.
5. Bonus circulation of *Colorado Green* is featured at assorted industry trade shows and functions, including ProGreen EXPO.

### 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.

Must either be TIFF or EPS file formats. Color images placed in the ad must be CMYK. Any RGB images will be converted; allow for color variation in conversion.

### Format

Submit ads exactly to size. Refer to the ad size chart.

- **Adobe PDF** High-resolution, press output setting with all marks turned off; fonts and images (CMYK @ 300 dpi) embedded
- **Adobe Illustrator** CMYK, fonts converted to outlines, images embedded
- **Adobe Photoshop** CMYK @ 300 dpi, flattened TIFF or EPS
- **Adobe InDesign** fonts, images (CMYK @ 300dpi)

### Fonts

Send both screen and printer fonts for the ad. No PC fonts. Please use Postscript fonts and avoid TrueType fonts.

### Images

Include all of the images used in the ad. All images placed in documents.

### Digital Ad Specifications for *Colorado Green* NOW

- Leaderboard size: 560x70 pixels
- Medium square size: 250x250 pixels
- Static GIF or JPG, 15K file size (max), company URL

#### Online Leaderboard ad:

560x70 pixels

#### Online Medium Square ad:

250x250 pixels

### Materials Submissions

- Ads can be provided as an attachment via e-mail to [Liz@EvergreenCustomMedia.com](mailto:Liz@EvergreenCustomMedia.com)
- All submissions must include date submitted, issue month, advertiser or agency name, contact name, phone number and file names.

### Miscellaneous

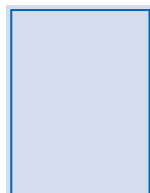
*Colorado Green* is not responsible for errors or color discrepancies on ads not accompanied by a proof.

The publisher and printer will not be responsible for matching color when a color correct SWOP certified is not submitted.

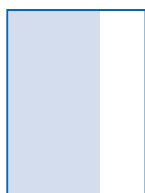
## Trim Sizes



**2 page spread**  
16.75" x 10.875"  
with an additional  
1/4" full bleed



**Full Page**  
8.375" x 10.875"  
with an additional  
1/4" full bleed



**2/3 page**  
4.875" x 10"



**1/2 horizontal**  
7.5" x 4.875"



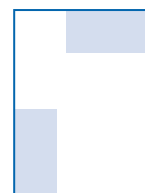
**1/3 square**  
4.875" x 4.875"



**1/3 vertical**  
2.3125" x 10"



**1/4 page**  
2.347" x 4.875"



**1/6 page h/v**  
4.875" x 2.3125"  
2.3125" x 4.875"

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