



California Landscape Contractors Association

# LANDSCAPE INDUSTRY SHOW

Ontario Convention Center **Jan. 31 - Feb. 1** 2018

## 2018 DIRECTORY & BUYERS GUIDE



### Maximize your company's visibility during and after the show ...

Place your advertising message in the **LIS Directory & Buyers Guide** to expand your presence and have a lasting impression on thousands of show attendees — your best potential customers!



The directory provides comprehensive exhibitor listings and show map as well as conference and event information. This valuable reference guide will be distributed to all attendees throughout the Ontario Convention Center. It is also posted online for continued visibility after the show.

**Take advantage of this additional opportunity to further reach your target market.**

**Reserve your ad space now!**

Ad Size Black ink only	Dimensions (width x height)	Rate (member/non-member)
Full Page	5" x 8"	\$500 / \$600
Half Page	5" x 4"	\$400 / \$500
1/4 Page	5" x 2"	\$300 / \$400
<b>★ Preferred Placement</b> — Full color		★ ★ ★ ★
Inside Covers	5.5" x 8.5" + 1/8" bleed	\$800 / \$900
Back Cover	5.5" x 8.5" + 1/8" bleed	\$900 / \$1,000
Show Floor Map Sponsorship		call for details

**Space Reservation Due: December 15, 2017    Artwork/Materials Due: Dec. 31, 2017**

*To reserve your ad, please complete and return the attached order form or call (916) 830-2780.*

# THE LANDSCAPE INDUSTRY SHOW 2018 DIRECTORY & BUYERS GUIDE

## ADVERTISER INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Current CLCA member?

Non-member

### Please check the ad size you are purchasing:

Ad Size	<input type="checkbox"/> Member	<input type="checkbox"/> Non-member
<input type="checkbox"/> Full Page	\$500	\$600
<input type="checkbox"/> Half Page	\$400	\$500
<input type="checkbox"/> 1/4 Page	\$300	\$400
<input type="checkbox"/> Inside Cover	\$800	\$900
<input type="checkbox"/> Back Cover	\$900	\$1,000
<b>TOTAL</b>	\$ _____	\$ _____

### Covers

*Bleed*  
5.75" x 8.75"  
*Trim*  
5.5" x 8.5"  
*Safety/  
Live area*  
5" x 8"

### Full Page

*no bleed*  
5" x 8"

### Half Page

*no bleed*  
5" x 4"

### 1/4 Page

*no bleed*  
5" x 2"

## PAYMENT INFORMATION

Visa  Mastercard  Check (payable to Landscape Industry Show)

Credit Card Number: \_\_\_\_\_

Expires: \_\_\_\_\_ Three-digit SVC: \_\_\_\_\_

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

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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

**Office Use Only** Date: \_\_\_\_\_ Cashier: \_\_\_\_\_

\_\_\_ VISA \_\_\_ MC \_\_\_ Cash \_\_\_ Ck# \_\_\_\_\_

Please do not email this form if you have entered credit card info — please fax or phone.

## ARTWORK REQUIREMENTS

When submitting ad artwork, please send high-resolution pdfs (300 dpi) with fonts embedded or outlined. Avoid using type smaller than 10 pt. on a black background. Color ads should have all color converted to CMYK (except black text). Microsoft Word, PowerPoint, Excel or Publisher files will not be accepted. Please email your ad to [susancarlson@clca.org](mailto:susancarlson@clca.org) by Dec. 31, 2017.

## ART SERVICES — LET US HELP!

If you need assistance creating your ad, one hour of design time is included in the ad price. Additional creative time will be billed by the hour. Plan to email your company logo and what text you'd like to include in the ad.

## CONTACT

For questions about ad space reservations or ad design assistance, please contact Susan Carlson. [susancarlson@clca.org](mailto:susancarlson@clca.org) or call (916) 830-2780

## DEADLINES

Space reservation due on or before:

**December 15, 2017**

Materials due on or before:

**December 31, 2017**

**Please complete and return this order form as soon as possible to reserve your ad space.**

Email: [susancarlson@clca.org](mailto:susancarlson@clca.org)

or Fax: (916) 830-2788

or mail to: LIS Buyer's Guide  
c/o CLCA  
1491 River Park Drive, Suite 100  
Sacramento, CA 95815