



California Landscape Contractors Association

LANDSCAPE INDUSTRY SHOW

Ontario Convention Center **FEBRUARY 1-2** 2017

2017 DIRECTORY & BUYERS GUIDE



NEW SIZE!

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	Dimensions	Rate
Black ink only	(width x height)	(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
★ Preferred Placement — 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 21, 2016 Artwork/Materials Due: January 3, 2017

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

THE LANDSCAPE INDUSTRY SHOW 2017 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
TOTAL	\$ _____	\$ _____

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 by Jan. 3, 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 or call (916) 830-2780

DEADLINES

Space reservation due on or before:

December 21, 2016

Materials due on or before:

January 3, 2017

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

Email: 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