



**CSLA | AAPC**

Canadian Society of Landscape Architects  
Association des architectes paysagistes du Canada

[csla-aapc.ca](http://csla-aapc.ca)

# LANDSCAPES PAYSAGES

MEDIA KIT

**CONNECT WITH 100% OF  
CANADA'S LANDSCAPE  
ARCHITECTS**  
LANDSCAPES | PAYSAGES

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS





# CONNECT WITH 100% OF CANADA'S LANDSCAPE ARCHITECTS

The Canadian Society of Landscape Architects is the national voice of the landscape architecture industry.

- **Landscape architecture in Canada brings in an estimated \$325 million in revenue annually.\***
- **We represent 100% of the landscape architects in Canada.**
- **Our members spend approximately \$122 million annually on products and services.\***

## ABOUT US

We are a professional organization representing more than 2,300 landscape architects. As the voice of the industry in Canada and abroad, we act as an advocate for our members. With a buying power of more than \$122 million, CSLA members need and use a variety of products and services to help them execute the following:

- **Landscape design**
- **Urban design**
- **Land development planning**
- **Heritage conservation**
- **Ecological planning design**
- **Landscape restoration**
- **Park and recreation planning**
- **Consulting services**

**Make your mark in front of Canada's \$325 million landscape architecture industry. Contact your Naylor representative today!**



\*<https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=2110003601>  
\*<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=2110019801>



## LANDSCAPES | PAYSAGES

QUARTERLY MAGAZINE

Our publication is mailed out to 100% of our membership, with a distribution of over 5,300 copies.



## DIGITAL EDITION

In addition to our print version, our magazine is emailed out to the inbox of nearly 6,300 CSLA contacts and members.

**View archived issues here:**  
[naylornetwork.com/csl-nxt](http://naylornetwork.com/csl-nxt)

**NAYLOR**   
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# WHAT OUR READERS ARE SAYING

We asked our members for some feedback on LANDSCAPES | PAYSAGES, and this is what they had to say:



More than 98% of members are reading LANDSCAPES | PAYSAGES.



Over 50% of members are reading each issue for 30 minutes or more.



People LOVE LANDSCAPES | PAYSAGES!

- Over 95% agree that the content is relevant to their interests.
- 85% of members said they value LANDSCAPES | PAYSAGES as an industry resource.
- Nearly 70% rated the quality of content as high or very high.



Advertising in LANDSCAPES | PAYSAGES gets your brand noticed!

- Nearly 35% have contacted a company who advertised for more information.
- 65% have visited an advertiser's website.



“LANDSCAPES | PAYSAGES magazine presents a wide spectrum of landscape research and experience regarding the complexities of the human/landscape interface.”

*Dave Cocking, Township of Langley, BC*

“LANDSCAPES | PAYSAGES is an award-winning Canadian landscape architecture publication, which I have proudly forwarded and recommended to my colleagues in the United States and other parts of the world. They were impressed!”

*Don Hester, FCSLA, MCIP - Associate Principal, Senior Planner and Landscape Architect, AECOM*

# LANDSCAPES | PAYSAGES

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2x	3x	4x
Double Page Spread	\$4,929.50	\$4,729.50	\$4,539.50	\$4,339.50
Outside Back Cover	\$4,129.50	\$3,999.50	\$3,869.50	\$3,729.50
Inside Front or Inside Back Cover	\$3,989.50	\$3,859.50	\$3,729.50	\$3,589.50
Full Page	\$3,289.50	\$3,159.50	\$3,029.50	\$2,889.50
1/2 Page	\$1,939.50	\$1,859.50	\$1,779.50	\$1,709.50
1/3 Page	\$1,599.50	\$1,539.50	\$1,469.50	\$1,409.50
1/4 Page	\$1,069.50	\$1,029.50	\$979.50	\$939.50
1/8 Page	\$669.50	\$639.50	\$619.50	\$589.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$2,119.50	\$2,029.50	\$1,949.50	\$1,869.50
1/2 Page	\$1,369.50	\$1,309.50	\$1,259.50	\$1,209.50
1/3 Page	\$1,049.50	\$1,009.50	\$969.50	\$919.50
1/4 Page	\$789.50	\$759.50	\$729.50	\$689.50
1/8 Page	\$489.50	\$469.50	\$449.50	\$429.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

**Sponsorship with Toolbar** | \$625

**Skyscraper** | \$625

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. Rates as of September 2018.



# LANDSCAPES | PAYSAGES

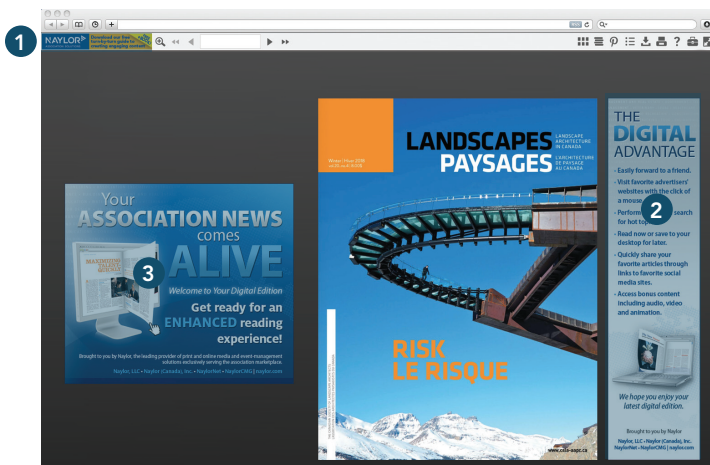
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CSLA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *LANDSCAPES | PAYSAGES* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



## LANDSCAPES | PAYSAGES DIGITAL EDITION



### 1 Toolbar | Free with Sponsorship

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### 2 Skyscraper | \$625

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### 3 Sponsorship\* (includes Toolbar) | \$625

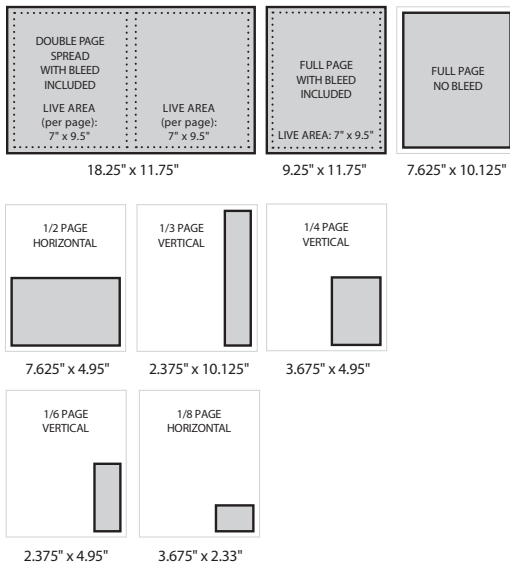
Your message will be prominently displayed directly across from the cover of the magazine.

For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

# PRINT ADVERTISING SPECIFICATIONS

## LANDSCAPES | PAYSAGES

### Magazine Trim Size: 9" x 11.5"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert

LANDSCAPES | PAYSAGES

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

### Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

## DEAR LANDSCAPES | PAYSAGES ADVERTISER,


Thank you so much for your ad placement in our CSLA publication. *LANDSCAPES | PAYSAGES* offers you an unparalleled opportunity to reach practicing landscape architects and LA students across Canada.

Your ad will carry your message directly to those readers who depend on the products and services you supply. That's why we're offering a few suggestions to help you make an impact on working landscape architects who need your products.

The readers of our publications are discerning professionals and future professionals. Landscape architects shape beautiful and functional landscapes which are sustainable over the long term. Your products are their tools. We hope the tips that follow will help you make the most of your advertising dollars.

## TIPS FROM OUR READERS

- **Landscape architects are often key players in large, complex projects.** More and more, professional landscape architects are team leaders, working with a diverse array of related professionals; architects, engineers, planners. Your products will often be considered by the team.
- **Remember that landscape architects are designers.** They care deeply about the look of your product - and your ad. Pay attention to the design elements in your ad: layout, colours, and fonts. Simple, clear presentation generally works best.
- **Our readers are image oriented: they admire clean design.** Cluttered crowded ads send the wrong message. Choose one or two strong images, and write short, spare text. (You can direct readers to your office or your website for more comprehensive information). Landscape architects design spaces for people: consider featuring people in some of your ads.
- **We highly recommend that a graphic designer produce your ad.** Of course, if you are not sure if your ad will work for our readers, we'd be happy to help. Contact us, and our marketing and design professionals will assist you. *LANDSCAPES | PAYSAGES* list your ad in our advertising index to help readers quickly access your information.
- **Make sure your ad contains the essential information they need to understand the features of your product.** Do you offer samples? Are your phone number, your website, and other contact information prominently displayed?



**OUR MEMBERS ARE YOUR BUYERS.**

Our membership includes every landscape architect in Canada's eight professional associations, as well as practicing professionals beyond our borders.

Our publications are also distributed to future professionals, reaching the students in each accredited program in Canada.

# 2019 EDITORIAL CALENDAR

ISSUE	THEME & EDITORIAL	SPACE RESERVATION	SHIPPING DATE
<b>Awards of Excellence</b>			
<b>Summer 2019</b>	<ul style="list-style-type: none"> <li>• Excellence 2019</li> <li>• Jury's Award of Excellence</li> <li>• Fellows Medal</li> </ul>	4/10/2019	May 2019
<b>Fall 2019</b>	<b>Reconciliation (LA + Indigenous Issues)</b> <ul style="list-style-type: none"> <li>• The Reconciliation issue will explore how the relationship between landscape architects and indigenous people is evolving in an era of reconciliation</li> </ul>	6/6/2019	August 2019
<b>Beauty</b>			
<b>Winter 2019</b>	<ul style="list-style-type: none"> <li>• TBD</li> </ul>	9/9/2019	November 2019

*\*Editorial Calendar is tentative and subject to change.*