



# BRITISH COLUMBIA SOCIETY OF LANDSCAPE ARCHITECTS MEDIA GUIDE

*Sitelines Annual BCSLA  
Membership & Firm Roster*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



British Columbia Society of  
**LANDSCAPE ARCHITECTS**

## BY THE NUMBERS

**100%**

We represent 100% of the registered landscape architects in BC.

**\$51.8 M**

Landscape architecture is a nearly \$51.8 million industry in BC.\*

**\$42.8 M**

Our members spend more than \$42.8 million on products and services annually.\*

## BCSLA ADVANTAGE

The BCSLA promotes continuing education and high standards of professional practice in order to assure the health, safety, and welfare of the public in British Columbia under the Architects (Landscape) Act.

The *Sitelines Annual BCSLA Membership & Firm Roster* is delivered to more than 1,700 individuals in the landscape architecture industry who rely on this networking and source guide.

LAST YEAR'S DIGITAL  
EDITION RECEIVED  
6,687 PAGE VIEWS



### **SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER**

Reach 100% of the landscape architecture professionals in BC. Contact your Naylor account executive today!

Print and Digital  
[naylornetwork.com/bcl-nxt/](http://naylornetwork.com/bcl-nxt/)

\*<http://statcan.gc.ca/tables-tableaux/sum-som/101/cst01/serv40k-eng.htm>

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# SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

## Net Advertising Rates

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

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color	Rates
Double Page Spread	\$ 4,279.50
Outside Back Cover	\$ 3,349.50
Inside Front or Inside Back Cover	\$ 3,129.50
Full Page	\$ 2,569.50
1/2 Page	\$ 1,429.50
1/4 Page	\$ 899.50
1/8 Page	\$ 589.50

Black-and-White	Rates
1/2 Page	\$ 1,189.50
1/4 Page	\$ 669.50
1/8 Page	\$ 459.50

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.

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

## Digital Edition Branding Opportunities

**Skyscraper** | \$575

**Sponsorship with Toolbar** | \$525

**Leaderboard** | \$525

**Digital Belly Band** | \$525

## Member Listing Enhancement



Draw attention to your business by adding your full color or black-and-white logo to your listing in the *Sitelines Annual BCSLA Membership & Firm Roster*. Your logo will increase awareness of your brand and make your listing stand out.

## Products and Services Marketplace Section



Showcase your company's message to decision-makers in landscape architecture businesses across British Columbia. This full-colour advertising opportunity allows you to highlight your products and services to members of the BCSLA.

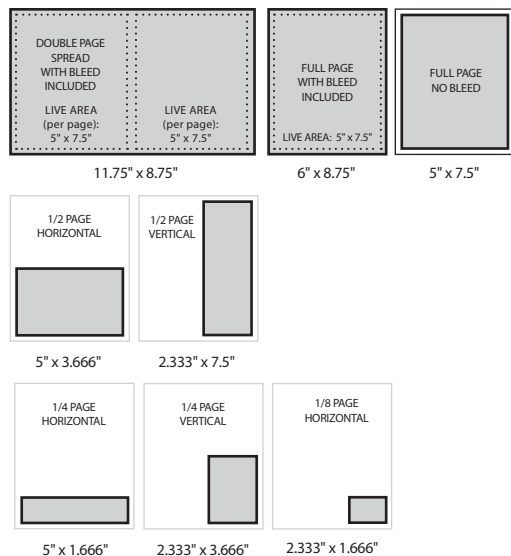
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors 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 November 2018)



# PRINT ADVERTISING SPECIFICATIONS

## SITELINES ANNUAL BC SLA MEMBERSHIP & FIRM ROSTER

### Roster Trim Size: 5.75" x 8.5"



**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.

### Specs for Roster Outsart

1 Pg / 2 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

### Artwork Requirements

All digital color and greyscale 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 greyscale 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/adupload](http://www.naylor.com/adupload)

### 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.

### Digital Edition

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

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.



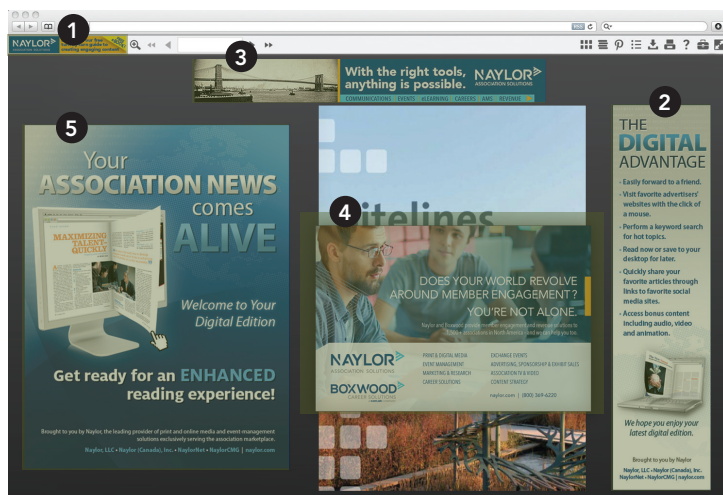
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# SITELINES ANNUAL BCSLA MEMBERSHIP & FIRM ROSTER

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 BCSLA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, *Sitelines Annual BCSLA Membership & Firm Roster* 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.



## 1 Toolbar | Free with Digital 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 | \$575

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

## 3 Leaderboard | \$525

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

## 4 Belly Band | \$525

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

## 5 Sponsorship MAX\* | \$525

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

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

\*Video capabilities are not supported for Sponsorship MAX.

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