

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?



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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.