

OREGON LANDSCAPE CONTRACTORS ASSOCIATION

Sponsorship/Advertising Opportunities

Advertise in the OLCA E-Newsletter

OLCA's newsletter, *Oregon Landscape*, is quarterly e-newsletter with timely association and industry news and topics for the members of OLCA. Quarterly distribution reaches approximately 600 individuals. The Q3 issue is an expanded printed issue sent to the Association members and all Licensed Landscape Contractors in the State of Oregon.

Newsletter artwork is due by: Q1 – January 15 | Q2 – April 15 | Q3 – August 15 | Q4 – November 15

OLCA Membership E-Directory

The OLCA Membership E-Directory is an important reference tool for individuals in the landscape industry. This comprehensive online directory provides information about the Association members. Put your organization in the forefront of industry decision makers' minds time after time by placing your company's logo with a link to your website on the OLCA Directory website page. The directory is updated quarterly, and logo will be placed for the term of the advertising package. Logos on the OLCA Directory website page are exclusive to Platinum and Gold package advertisers. Directory artwork is due with the package contract.

Northwest Landscape Expo Sponsorship Opportunities – Available to OLCA Members Only

The OLCA Northwest Landscape Expo is the premier educational and exhibiting event of the landscape industry. This one-day event is held in early December at the Oregon Convention Center in Portland, OR. Approximately 1,000 industry professionals attend this event each year. Exhibits and sponsorship opportunities are available for the Northwest Landscape Expo.

OLCA Northwest Landscape Expo Presenting Sponsor **\$3,000**

Sponsor will receive special recognition at Expo (special booth signage, meeting graphics and attendee packet materials), and special recognition in Expo brochure, and one 10x10 booth at Expo. (If received at time of print.)

OLCA Northwest Landscape Expo Speaker Sponsor **\$1,500**

Sponsor will receive special recognition at Expo (special booth signage, meeting graphics and attendee packet materials) and special recognition in Expo brochure. (If received at time of print.)

OLCA Northwest Landscape Pesticide Training Sponsor **\$3,000**

Sponsor will receive special recognition at Expo and Pesticide Training (special booth signage, meeting graphics and attendee packet materials), and special recognition in Expo brochure, and one 10x10 booth at Expo. (If received at time of print.)

If you are interested in a unique partnership not listed here, we welcome your ideas! Call the OLCA office to discuss!

Newsletter: Display Ads

| Size | Dimensions (Inches) | Member | Non-member |
|--|---------------------|--------|------------|
| 1/8 page horizontal | 2 3/10 X 3 3/4 | \$295 | \$395 |
| 1/8 page vertical | 3 3/4 x 2 3/10 | \$295 | \$395 |
| 1/4 page horizontal | 4 7/8 X 3 3/4 | \$295 | \$395 |
| 1/4 page vertical | 3 3/4 X 4 7/8 | \$295 | \$395 |
| 1/2 page horizontal | 7 1/2 X 5 | \$365 | \$465 |
| 1/2 page vertical | 5 X 7 1/2 | \$365 | \$465 |
| Full page | 7 1/2 X 10 | \$475 | \$575 |
| Classified (Eight 50-character line max, \$20 each additional line) B & W only | ---- | Free | \$100 |

PLATINUM Advertiser:

Member Package Value: \$3200

OLCA Price: \$2765 (savings: \$435)

Non Member Value: \$3960

OLCA Price: \$3630 (savings: \$330)

Includes: Oregon Landscape (newsletter) Full page ad, 4 times annually
 Database Mailing contact information for Regular and Maintenance Companies
 Supporters' page Listing as a PLATINUM advertiser in the Oregon Landscape Expo brochure, directory, every newsletter and OLCA website link for one year (including featured listing on homepage)
 Oregon Landscape Expo One 10x10 other exhibit at the OLCA Northwest Landscape Expo

GOLD Advertiser:

Member Value: \$1920

OLCA Price: \$1720 (savings: \$200)

Non Member Value: \$2340

OLCA Price: \$2140 (savings: \$200)

Includes: Oregon Landscape (newsletter) 1/2 page ad, 4 times annually
 Supporters' page Listing as a GOLD advertiser in the Oregon Landscape Expo brochure, directory, OLCA website link and every newsletter for one year

Publications

Advertising Packages
 Package "contents" are subject to change

Oregon Landscape Contractors Association (OLCA) Sponsorship/Advertiser Contract

Company: _____ Contact Person: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

By signing this contract, I authorize OLCA to place the contracted ad(s) in the *Oregon Landscape* magazine and online directory and agree to abide by the production and payment terms as stated within both pages of this contract.

Signature _____ Date _____

— ADVERTISING PACKAGES —

PLATINUM (select one)

Member: \$2765

Non Member: \$3630

Yes, I want an exhibit at the upcoming Landscape Expo.

Yes, I want a link on the OLCA website. Address of link: _____

Yes, I want the member mailing database.

GOLD (select one)

Member: \$1720

Non Member: \$2140

Yes, I want a link on the OLCA website. Address of link: _____

1 \$ _____

— INDIVIDUAL ADVERTISING —

Newsletter Display Ads Full Page (\$425/\$575) 1/2 Horizontal (\$365/\$465) 1/2 Vertical (\$365/\$465)
 1/4 Horizontal (\$295/\$395) 1/4 Vertical (\$295/\$395) 1/8 Horizontal (\$295/\$395)
 1/8 Vertical (\$295/\$395)

Classified (b&w only) Member (Free) Non-Member (\$100)

To run in the following Issue(s): Q1 (Prints February) Q2 (Prints May) Q3 (Prints Sept/Oct) Q4 (Prints December)

2 \$ _____

— SPONSORSHIP OPPORTUNITIES —

OLCA Northwest Landscape Expo Presenting Sponsor \$3,000
 OLCA Northwest Landscape Expo Speaker Sponsor \$1,500
 OLCA Northwest Landscape Pesticide Training Sponsor \$3,000

3 \$ _____

— TOTAL AMOUNT DUE — **1** + **2** + **3** = \$ _____

— PAYMENT OPTIONS —

Check, Payable to OLCA Visa/Mastercard American Express Discover

Card # _____ Exp. Date _____ Amount \$ _____

Name on Card _____ Signature _____

Card Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____



Return Completed Contract and Payment to:
OLCA Advertising • 147 SE 102nd Ave. • Portland, OR 97216
Phone: 800.505.8105 • Fax: 503.253.9172

Keep a copy of this information for your records.

Advertiser Contract

Advertising Requirements

I. General

1. Payment for the order is due 30 days after invoicing or payment may be enclosed with this order form. If payment is not received by artwork deadline, the ad will not run. OLCA assumes no liability if for any reason it becomes necessary to omit an advertisement.
2. Please submit newsletter advertisements as high-resolution PDFs and digital ads as JPEGs. All files should have no bleeds. Email to info@oregonlandscape.org.
3. All advertising and links are subject to OLCA's approval. OLCA reserves the right to reject advertising or links which are not in keeping with OLCA's standards and objectives.
4. Advertisers are encouraged to describe products and services in an accurate and complete manner. OLCA reserves the right to refuse to accept ads which, because of omissions or inaccuracies, provide misleading information. Advertisement for job openings and employee recruiting are not allowed with the exception of intern placement notices for accredited educational institutions.
5. The publication of any advertisement by OLCA is neither an endorsement of the advertiser nor of the products or services advertised. OLCA is not responsible for any claims made in any advertisement. Advertisers may not, without prior consent, incorporate in a subsequent advertisement or promotional piece, the fact that a product or service has been advertised in an OLCA publication.
6. Advertiser and advertising agency assume liability for all content (including text representation and illustrations) of advertisements printed and links posted, and also assume responsibility for any claims arising therefrom made against OLCA.
7. OLCA cannot guarantee requests for a specified position unless a position premium has been provided for in the contract. Various positions where ads are placed can have higher fees, i.e., back page, inside front page and center page.
8. OLCA's liability for any error will not exceed the charge for the advertisement in question.

II. Orders

1. The forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising is at the time sold.
2. A contract period of one year starts the 1st of the month following receipt of contract, and all benefits must be utilized in the contract period. Orders are accepted for not more than one year in advance, without prior consent.
3. Space orders, whenever possible, should specify a definite schedule of insertions, issues, and sizes of spaces.



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