

# 2025 MEDIA KIT



# ALCA

ARIZONA LANDSCAPE  
CONTRACTORS ASSOCIATION



## ADVERTISING CONTACT

### AOS, Inc.

P.O. Box 39  
Fair Oaks, CA 95628  
Phone: (916) 961-9999  
cicit@aosinc.biz  
www.aosinc.biz

## ARIZONA LANDSCAPE CONTRACTORS ASSOCIATION

5425 E Bell Road, Suite 105  
Scottsdale, Arizona 85254  
Phone: 602-626-7091  
www.ALCA.org

## WELCOME

Since 1963, the Arizona Landscape Contractors Association has been representing the interests of the State's licensed landscape and irrigation specialty contractors. Also included in our membership are landscape suppliers and landscape architects.

ALCA's mission is to provide education and government representation resulting in the enhanced professionalism of members and the public's perception of Landscape Contractors and the Green Industry. Through various programs, we help landscape contractors understand changes in rules, regulations, policies and procedures of regulatory bodies. We offer educational services in terms of financial workshops available to business owners, business practices, and certification through the Arizona Certified Landscape Professional and Sustainable Landscape Management programs.

ALCA consists of a network of over 400 professional landscape and affiliated companies representing approximately 26,000 workers. Our members alone spend over \$900 million on goods and services each year to run their businesses.

## PUBLICATIONS

Our bi-monthly magazine, *ALCA Influence*, is a comprehensive publication providing Arizona's landscaping professionals with a useful source on business trends and solutions. Articles will cover such subjects as landscaping techniques, marketing, accounting, employee/employment, and other issues unique to the landscaping industry in Arizona. Also featured are ALCA's programs and services, as well as member profiles and new products. *ALCA Influence* is distributed to over 1,500 landscaping professionals, licensed landscape contractors, architects and business affiliates, and is a primary source of information to the industry in Arizona.

Containing detailed information on the ALCA organization and its programs, the **ALCA Directory and Resource Guide** is published annually and distributed throughout the state. The book serves as a quick reference for our members and the directory sections identify the work and services performed by member companies.

Vendors and suppliers will receive full exposure to the Arizona Green Industry through their advertised message! All advertisers are listed in the resource guide of each issue which is mailed and available digitally on our website for all to see.



# 2025 EDITORIAL CALENDAR



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## ISSUES/DEADLINES

(Dates Subject to Change)

### January/February

DEADLINE: December 13, 2024

- Excellence in Landscaping Recap
- Being a Good Crew Leader, Positive Company Culture
- Safety First!

### March/April

DEADLINE: January 31, 2025

- Earth Day/Sustainability (SLM)
- Rejuvenation Pruning

### May/June

DEADLINE: March 28, 2025

- - Celebrating Trees with Proper Pruning and Long Term Care
- - Caring for Plants in Extreme Heat

### July/August

DEADLINE: May 30, 2025

- Smart Irrigation Month
- Planting for Pollinators - Monsoon Wildflower Planting

### September/October

DEADLINE: July 25, 2025

- Turf! Prolonged Hot Temperatures and Overseeding
- Smart Controllers and Smart Programming

### November/December

DEADLINE: September 26, 2025

- Looking back on 2025 - Membership Review
- Communication is Key: Landscape Architects, Landscape Contractors, and Nurseries

### January/February

DEADLINE: NOVEMBER 6, 2025

- Excellence in Landscaping

### ALCA Membership Directory

DEADLINE: May 3, 2025



# 2025 PARTNER PROFILES



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# 2025 RATE CARD

## ADVERTISING RATES (4/color included)

INFLUENCE MAGAZINE	1X	6X	DIRECTORY
Full Page	\$1,450	\$1,250	\$1,100
1/2 Page	\$950	\$810	\$860
1/4 Page	\$740	\$630	\$700
1/8 Page	\$650	\$550	N/A

ALCA Members receive a 20% discount off the above rates.

Only members may advertise in the Directory.

Discount and promotional rates are not commissionable.

## SPECIAL PLACEMENTS (4/color included - Non-Cancelable)

INFLUENCE MAGAZINE	1X	6X	DIRECTORY
Covers	\$1,600	\$1,400	\$1,300
Tabs (Directory)	N/A	N/A	\$1,200

### GUARANTEED SPECIAL POSITION

Other than covers, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space available.

## MAGAZINE AD DIMENSIONS

SIZE	WIDTH	HEIGHT	SIZE	WIDTH	HEIGHT
Full Page - bleeds	8.375" x	10.875" trim	1/2 Page - vert.	4.875" x	7.375"
Total with bleed:	8.625" x	11.125"	1/2 Page - horiz.	7.375" x	4.875"
Live area/type area:	7.375" x	9.875"	1/4 Page - vert.	3.375" x	4.875"
Full Page - float	7.375" x	9.875"	1/4 Page - horiz.	4.875" x	3.375"
Digital Business Card	3.625" x	2.375"	1/8 Page - horiz.	3.625" x	2.375"

## DIRECTORY AD DIMENSIONS (NO BLEEDS)

SIZE	WIDTH	HEIGHT
Full page	4.75" x	7.5"
1/2	4.75" x	3.75"
1/4	3.5" x	2"

## MECHANICAL REQUIREMENTS

Advertisers must submit camera ready art, matching the exact dimensions of the specified ad, in one of the following formats.

Accepted formats:

- Press-quality PDF (with bleeds on full page ads only. No Bleeds for Directory Artwork) or
- 300 dpi TIFF or EPS (No JPGs - must be original min. resolution)
- Publication is printed in a 4-color process. Exact color may not be matched. If concerned, mail a color proof to AOS, Inc. P.O. Box 39, Fair Oaks, CA 95628

### SUBMISSION METHODS:

- Email: to your ad rep - Include the name of the publication and the name of the advertiser in the subject line. In the body of the email, include art contact information: name and phone number.



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