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2024 Marketing Opportunities

New Jersey Landscape Contractors Association

 201-703-3600

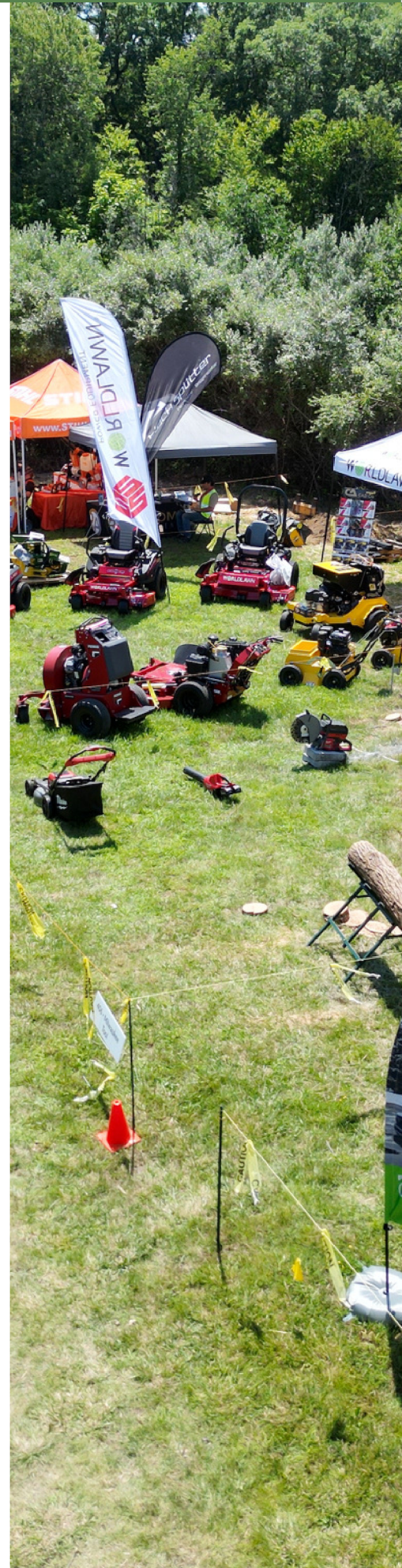
 info@njlca.org

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New Jersey, 07657

 www.njlca.org

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NJLCA Member Demographics

Target your desired demographic in the tristate (NJ,NY,PH) and more. Land new costumers in the green industry via NJLCA's unique marketing/advertising programs.

Members: 600

Including, but not limited to, independent contractors, nurseries, insurance agencies, equipment sales etc.

Landscape Contractor

Landscape Designer

Hardscape Contractor

Snow Plowing Services

Landscape Management and/or lawn care

Business products or services

Irrigation contractor

Landscape Lighting

Garden center, retail nursery and/or greenhouse

Professional Gardening Services

Nursery Stock Grower

Tree care services

Hardscape Supplier

Manufacturer

Equipment Sales or rentals

***many members may be part of multiple categories**

New Jersey Landscape Contractors Association

NJLCA
Growing Every Day



Safety • Community • Advocacy • Professionalism • Education



2024 NJLCA Member Directory

Annual distribution of the directory is the beginning of the year, usually around Spring time just in time for all your needs. The directory is a constant source of information for anything you are looking for throughout the year.

Circulation: 600

- Mailed by April 1st
- Link to a digital version will be available on the website
- Subscribe to our e-blast to never miss on any news

Advertising Rates:

Membership Directory:

<u>Size and Dimensions</u>	<u>Member Pricing</u>
Full Pages (5" x 8.5")	\$495
Half Page (5" x 4.25")	\$350
Business Card (4.24" x 2.33")	\$250
Back Cover (5" x 8.5")	\$695
Inside Front Cover (5" x 8.5")	\$595
Inside Back Cover (5" x 8.5")	\$595
Tab Divider (5" x 8.5")	\$595



**These rates are effective with the 2024 directory.*



*Bleeds: Bleeds allowed on full page and center spread ads only. Allow no less than 1/8" for bleed; keep live copy no less than 3/8" inside trim size. Include crop marks set at least 1/8" outside trim.



2024 NJLCA Magazine

The NJLCA Magazine: Reaches landscape contractors, designers, nurseries etc all over the tristate and more. This is the perfect way to target your ad dollaer directly to your customers

NJLCA's magazine comes out 3 times a year, Spring - Fall - Winter, and it's filled with plenty of information about the green industry. Anything you need to know for each season to be well prepared.

NJLCA Magazine:

Member Pricing (Per Issue)

<u>Type and Dimensions</u>	<u>1 Issue</u>	<u>3 Issues</u>
Center Spread (14.75" x 9.875")	\$975	\$875
Outside Back Cover (7.375" x 9.875")	\$875	\$800
Inside Front Cover (7.375" x 9.875")	\$875	\$800
Inside Back Cover (7.375" x 9.875")	\$875	\$800
Full Page (7.375" x 9.875")	\$675	\$625
Half Page (7.375" x 4.583")	\$400	\$350
1/4 Page (3.333" x 4.583")	\$300	\$275
Business Card (2.166" x 3.333")	\$225	\$200

**Ad copy must be received by the 1st day of the month prior to publishing*

Fall '23



Summer '23



Spring '23



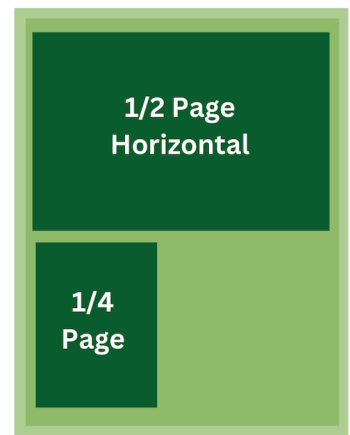
Examples from previous issues:

1/2 Page Vertical

Full Page



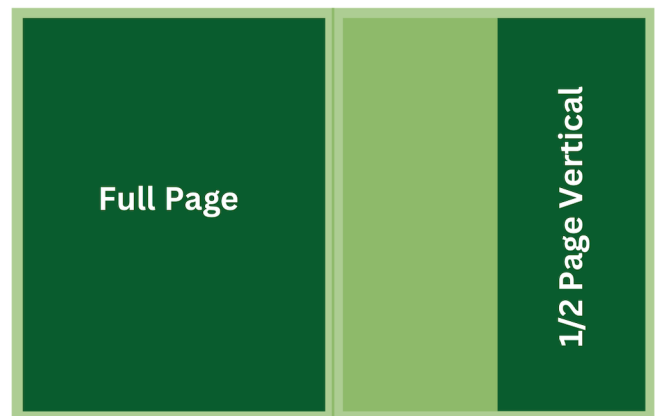
1/2 Page Horizontal



1/2 Page Horizontal

1/4 Page

1/4 Page



Full Page

1/2 Page Vertical

Inserts Available:

Advertiser inserts will be polywrapped and mailed with the magazine. Insert must be no larger than a single 8-1/2" x 11" sheet of paper. May be folded. Quantity needed by the 1st of the month.

Deadline:

The 1st of each month

Circulation:

Mail - 600
Digital - 300

New Jersey Landscape Contractors Association



NJLCA Advertorial

Guidlines:

- An Advertorial is not an ad placement. The copy should not read like a brochure for your company. It is intended to be informational and/or educational on subject matter that is of interest to the audience. Advertorial content should be written in the style of an article, and ideally will include real-life scenarios or case studies to demonstrate effectiveness. Ideas and solutions within the advertorial must be presented clearly without using advertising language. Advertorial copy must not imply that The Scoop magazine endorses the advertiser's organization, nor the content presented.
- Art included with the copy should avoid looking like an "ad within ad", meaning if the product itself is shown we prefer that it be shown being used as intended instead of a studio photo. No text should be added on top of the images to make them appear as advertisement itself. One small logo will be presented in the layout, placed at our designer's discretion. The number of pages used for the advertorial will be determined by the publisher, but will not be less than one.
- Submission includes text document (600-1,300-words) and images. Photos are encouraged, however we may not have space to use them all.
- The Scoop's editorial staff reserves the right to contact the authors to discuss the content being developed.
- The Scoop magazine reserves the right to edit any material in order to maintain proper word count, grammar, tense usage, and consistency with The Scoop's editorial style. The publisher reserves the right to reject articles that are poorly written, inappropriate, conflict with the interests of MNLA and its members, or otherwise do not meet Federal Trade Commission guidelines.
- It is not our mission to reject advertorials and will do our best to help your company's copy meet our requirements.

An Innovation Award Comes From Change

The Evolution of Change in the Landscape Trailer Industry
Invented by Performance Trailers, Filadelfia NJ 973-347-3472

1994	2013
Floor framed on 4" letters was the standard.	12" on center crossmembers for a much stronger frame.
Trailer tongue 60" long, too short to be braced by a side skirt.	Trailer tongue 84" long to minimize chance of contact between one vehicle and front of trailer.
Trailer door hinges welded in place with a 2x2" bar.	Chassis braced welded on trailer with both an angle to allow height adjustment, and bolted on for easy, fast replacement in case of a damage.
All trailer corners had a flap at the ground, they often broke, and the user had to bend over to flip.	Trailer corner ramps that is tapered on the bottom, to go flat to the ground. Top or ramp is tapered and ground level.
Equipment was individually attached to each wheel, not exponentially, often came loose.	Equipment is fixed to fixed equipment rails, it won't be necessary to attach to each wheel, each strap in and out securely.
Road is solid, generalized steel or aluminum.	Road is translucent fiberglass, longer lifespan, durable, lightweight and is lighter than steel or aluminum.
What is most fun and we did our design 10!	Get it built the way you want it at Performance Trailers!

"I have been satisfied for most people there are about 10 innovations that change the course of their lives. I believe that a product's evolution there are about 10 things that change it or open it." - Glenn Dreyfus, Performance Trailers Inc.

Over 30 years of designing and engineering the trailer industry
 Performance Trailers Inc. was awarded the NJLCA Innovation Award in 2013 for contributions to landscape trailer design incorporating the highest standards of safety, quality and performance.




Just a few comments from our Google Reviews page:

"I have been satisfied for most people there are about 10 innovations that change the course of their lives. I believe that a product's evolution there are about 10 things that change it or open it." - Glenn Dreyfus, Performance Trailers Inc.

Standard Landscape Trailer Features:

- Self spring steel chassis, Tufflex Axle System
- 2x2 Aluminum Taper Flap for easy load/unload
- 2x2 Heavy Duty Ramp with 2x2 support with spring steel
- 2x2 Side door which is optional on side
- 2x2 1/2" aluminum floor plate in place of wood
- 2x2 Aluminum wheels
- 2x2 Aluminum floor plate with 2x2 aluminum support
- 2x2 Aluminum 1/2" thick floor plate
- 2x2 Aluminum 1/2" thick floor plate
- 2x2 Aluminum 1/2" thick floor plate
- 2x2 Aluminum 1/2" thick floor plate

Performance Trailers Inc
www.TrailerOutlet.com
 39 Old Lockwood Rd Filadelfia NJ 07136
973-347-3472 sales@traileroutlet.com





PITFALLS

- 1. Miss Messages**
The missing details left in text, you can include the details, include a list of messages. Bring through the details, including a list of messages.
- 2. Underwriting**
It's essential to provide an accurate representation of the cost of the project, including the cost of the project, including the cost of the project.
- 3. Measurement errors**
Measurement is the most difficult of the three design steps, as it is a complex and often subjective process. Use a professional to measure the site.
- 4. Safety First**
Safety is always the top priority. Always ensure that all work is done in a safe and secure manner.
- 5. Avoid overwriting**
An overwriting error can occur when you write too much text. Keep your writing concise and to the point.

Balance is pivotal.



Turf talk

Fast! What Fast!

It's no secret that the turf industry is growing rapidly. The demand for high-quality turf is increasing, and the industry is responding with new products and services.



NJLCA Digital Advertising

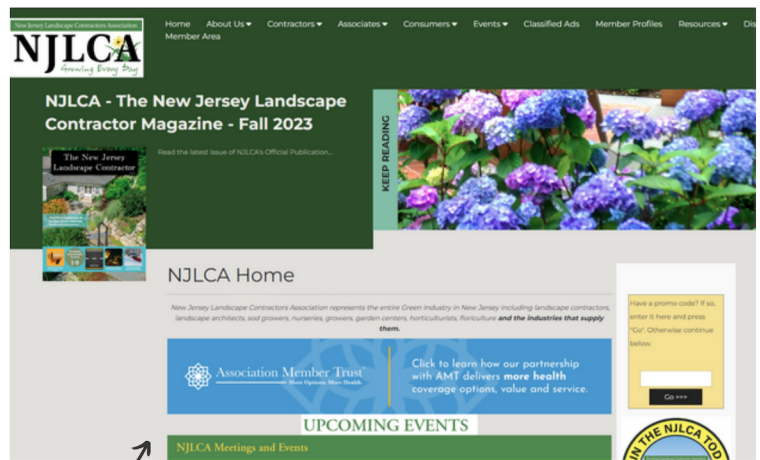
Display Ad

Appears in rotation on home page and throughout site.

Homepage:

510w x 425h pixels

*Submissions need to be submitted in .jpg, .png, or .gif.



Display Ad

NJLCA E-Blast News

Over 500 industry professionals within the tristate and more receive NJLCA E-News every month. Each list is designed to work for both Vendors and Contractors so that your ad is specifically shown to your targeted audience.

Distributed:

Electronically through email once a week. Advertiser picks which week they prefer - availability is first come first serve.

Deadline: The 1st of each month.

Open Rate: 35% *approximately



Land yourself some savings at

Landscape New Jersey 2024!
Early Bird Discount ends December 31
We still have 30 booths left!

[Find your contract here](#)

[Choose your booth here](#)

Send your contract to shows@njlca.org.

Celebrate America the Beautiful at the Meadowlands

New Member Packet Insert

Be the first to greet new NJLCA members as they learn about what is available to them via NJLCA. Your information will be included in all New Member Packets mailed for a twelve month period.

Quantity: 100-150 per year, approximately

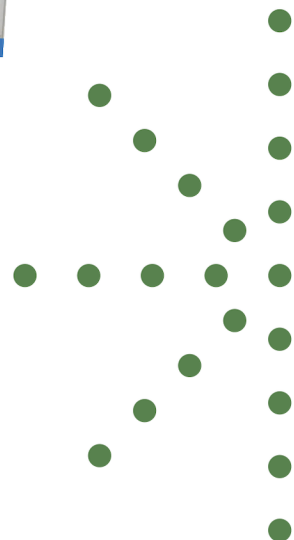
Specifications: Inserts must be no larger than 8-1/2" x 11" sheet of paper. May be folded

Rate: \$399/year



New Jersey Landscape Contractors Association

NJLCA
Growing Every Day



NJLCA Networking Events

NJLCA's networking events are created for members to build professional relationships, to share and hear great ideas, and to increase visibility in the industry.

Event sponsors, specifically, will receive extra visibility through event promotions, such as onsite acknowledgement and highlights of their business.

Examples of Past Events:

- Golf Challenge
- Bowling Night
- Bobcat yearly meeting
- NJLCA Holiday Gala
- Roundtable
- Trap Shooting
- And more...

*call for current options

Rate: Differs based on the event

Golf Challenge:

The Golf Challenge is a long-time favorite, fun, fundraising event. Be seen as a leader in the industry, supporting industry research and education.

Trap Shooting:

The NJLCA Trap Shooting event is a unique and fun opportunity to gather with your fellow professionals.

NJLCA Gala:

The NJLCA Awards Gala is all about getting together, music, dancing and celebrating another great year.



NJLCA Political Action Sponsorship Opportunities



Help Support Our Legislative Initiatives & Political Action Committee (NJL-PAC)

Now in existence for over 50 years, the New Jersey Landscape Contractors Association (NJLCA) continues to strive to expand our programs, offerings and legislative agenda to the entire New Jersey Green Industry.

We hope that you will be able to take part in one or more of the many existing events that we are offering this year and experience first-hand the pride we take in supporting our many causes, especially our legislative agenda and PAC.

The New Jersey Landscape Contractors Association advocates for sensible laws and regulations that enhance the business viability of our members.

Each year, NJLCA's legislative team will analyze each of the 2,500-3,000 bills that will be introduced to determine the bill's true impact upon our industry - and then strategically react accordingly to either oppose or improve bills we do not like or help pass bills we do like.

Here are just a few of the NJ and federal bills we have been or are monitoring and/or working on directly:

- **Legislative Tracking**
- **Regulation Tracking**
- **Landscape Licensing Bill**
- **H-2B Visas**

Regulations: The purpose of the NJL-PAC is to provide campaign contributions to candidates who support the interests of the landscape, snow and ice management and green industry, the legislative priorities and mission of the NJL-PAC.

Contributions to the NJL-PAC are strictly voluntary. All donors are required to be U.S. citizens or permanent resident aliens. There are no minimum contribution amounts, and you may contribute any amount you wish or refuse without reprisal.

Contributions or gifts to NJL-PAC are not deductible as charitable contributions for federal income tax purposes. State law requires the NJL-PAC to use best efforts to collect and report the name, mailing address and occupation of donors. Member companies may donate up to \$2,600 per year and individuals may also donate up to \$2,600 per year.





ADVERTISING & SPONSORSHIPS



WHO ATTENDS?*

- Landscape Contractor
- Landscape Designer
- Hardscape Contractor
- Snow Plowing Services
- Landscape Management
- Lawn care
- Business products or services
- Irrigation contractor
- Landscape Lighting
- Garden center, Greenhouse
- Professional Gardening Services
- Nursery
- Tree care services
- Equipment Sales or rentals

*many members may be part of multiple categories

LANDSCAPE NEW JERSEY 2024

FEBRUARY 28TH, 2024

8:00am - 3:30pm

MEADOWLANDS EXPO CENTER



355 Plaza Dr.
Secaucus, NJ 07094



Contact Us:



201-703-3600



shows@njlca.org





WHO ATTENDS?

- Landscape Contractors
- Nursery Professionals
- Municipalities
- Irrigation Professionals
- Snow and Ice Managers
- Buyers and Dealers
- Lawn and Plant Healthcare Professionals
- Excavation Contractors
- Site Preparation Pros
- and many more!



🕒 **8:00am - 3:30pm**

COUNTY COLLEGE OF MORRIS

📍 **214 Center Grove Rd,
Randolph, NJ 07869**

*many members may be part of multiple categories



Contact Us:

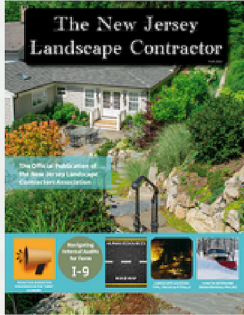
📞 201-703-3600

✉️ shows@njlca.org

SPONSORSHIP PACKAGES

Get a jump on the competition at the New Jersey Landscape Contractors Association's 45th Annual Trade Show & Conference—Landscape New Jersey 2023! Increase your visibility with a sponsorship, then join us for the best show ever!

THE NEW JERSEY LANDSCAPE CONTRACTOR MAGAZINE

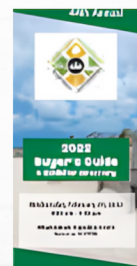


The official publication of the NJLCA, The New Jersey Landscape Contractor magazine, is distributed to over 4,500 green industry professionals, three times per year. Reach your target audience with an advertisement announcing your participation in Landscape New Jersey 2023. The official trade show issue is sent out in January.

Ad Type (w" x h")	Member Pricing		Non-Member Pricing	
	Show Issue / Entire Year (3 iss.)		Show Issue / Entire Year (3 iss.)	
Center Spread (17x11)	\$975	\$2625	\$1275	\$3600
Outside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Back (8.5x11)	\$850	\$2325	\$1050	\$2925
Inside Front (8.5x11)	\$850	\$2325	\$1050	\$2925
Full Page (8.5x11)	\$600	\$1650	\$800	\$2250
1/2 Page (8.5x5.5)	\$325	\$825	\$525	\$1425
1/4 Page (4.25x5.5)	\$175	\$450	\$375	\$1050
Business Card (3x2)	\$150	\$375	\$350	\$975

TRADE SHOW BUYER'S GUIDE

The definitive on-site guide used by attendees to navigate the trade show floor. Complete with the final show floor map, attendees can quickly locate you in the alphabetic company listing. Distinguish your company from the competition with a strategically placed, full-color advertisement at a great price.



Ad Type (w" x h")	Member Pricing	Non-Member Pricing
Center Spread (11x8.5)	\$595	\$695
Outside Back Cover (5.5x8.5)	\$445	\$545
Inside Back Cover (5.5x8.5)	\$395	\$495
Inside Front Cover (5.5x8.5)	\$395	\$495
Full Page (5.5x8.5)	\$225	\$275
1/2 Page (5.5x4.25)	\$145	\$170
Business Card (3x2)	\$105	\$145

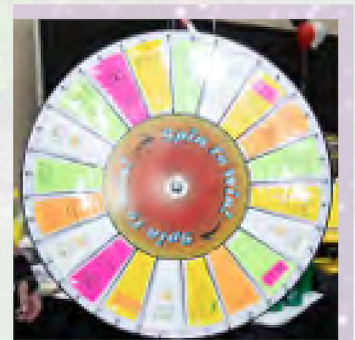
SPECIALS FLYER

Are you offering a special that will only be available at this year's trade show? Let us know the item and details and we will include it on our Specials Flyer. Your special deal will reach the maximum number of attendees, since it is included in the show bag handed out at the show. Don't miss this opportunity to help your company stand out, free of cost!

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Specials Flyer	\$0	\$0

EXHIBITOR WHEEL OF FORTUNE

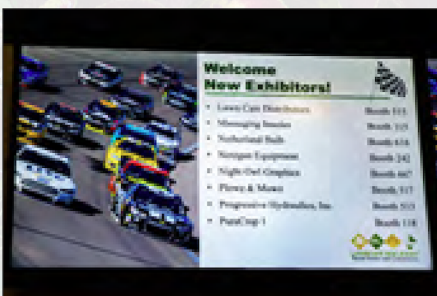
Another FREE marketing opportunity! How does it work? Exhibitors reserve a spot on the wheel. Each attendee gets 1 spin of the wheel. If they land on your logo, they are given a personalized token directing them to your booth. Exhibitors must provide an item of value (minimum \$50 value) to all visitors who present a personalized token. The prize choice is yours and is only limited by your imagination! Prizes awarded at the Landscape New Jersey 2022 show included:



- A \$250 discount coupon towards equipment rentals
- One branded clothing item
- 10% off material purchase

<u>Sponsored Item</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Wheel	\$0	\$0

E-ADVERTISEMENT

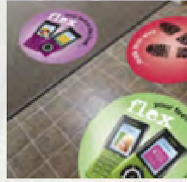


Electronic displays are always eye-catching and are sure to get the attention of attendees. Place your electronic advertisement (eAdvertisement) or animation in a slide show that plays continuously throughout the show. Screens are located in the lobby registration area and above the concession stand on the trade show floor.

<u>Ad Type</u>	<u>Member Pricing</u>	<u>Non-Member Pricing</u>
One (1) Slide	\$55	\$85
Two (2) Slides	\$95	\$125
Three (3) Slides	\$125	\$155

FLOOR CLINGS

Attract attention, increase your brand exposure and promote your product line with a high-visibility floor graphic.



Sponsored Item: Floor Cling

Member Pricing	Non-Member Pricing
\$250	\$300

OFFICIAL PENS

On Trade Show day we provide pens for registration and for attendees to use throughout the day. Why not have your advertising on everyone's mind when you put your logo and info on the pen in their hands?

Sponsored Item: Official Pen

	Member Pricing	Non-Member Pricing
You Provide	\$250	\$350
We Provide	\$500	\$600



AISLE BANNER

Rise above the crowd! Place your company artwork and booth number on a 4' x 6' banner prominently displayed above your aisle. Attendees will instantly know where you are located.



Sponsored Item: Aisle Banner

Member Pricing	Non-Member Pricing
\$400	\$500

BATHROOM STALL & URINAL CLINGS

Where is the one place that everyone is going to go at some point during the day? You got it, the bathrooms! Feature your brand and booth number on all of the bathroom stall doors and/or above the men's urinals.

Sponsored Item: Clings

	Member Pricing	Non-Member Pricing
6 Clings	\$375	\$450
12 Clings	\$500	\$575



WINDOW CLINGS

Greet attendees as they enter the trade show by placing your company logo and booth number on window clings. Highly visible, a cling is placed on each of the doors leading to the trade show lobby.

Sponsored Item: Clings

	Member Pricing	Non-Member Pricing
6 Clings	\$375	\$450
12 Clings	\$500	\$575

RECYCLING RECEPTACLES

This year the NJLCA will be providing recycling at the trade show, because we are in fact, the Green Industry! Support these efforts by sponsoring our recycling bin receptacles, custom printed with your logo, throughout the venue.

Sponsored Item: Recycling Receptacles

	Member Pricing	Non-Member Pricing
12 Receptacles	\$650	\$750

NOTEPAD

Market your business effectively with these 25-sheet notepads! Each will be customized with any artwork, text, or logo of your choice. Will be inserted in every “swag bag” given to all attendees.



Sponsored Item: Notepads

<u>Member Pricing</u>	<u>Non-Member Pricing</u>
\$750	\$950

LANYARDS

Lanyards are a memorable and timeless way to advertise your company or product. Worn by every attendee and exhibitor, lanyards will continue to be used after the show as a convenient holder for keys, eyeglasses, tools and much more. Sponsorship also includes a Buyer’s Guide enhanced listing and an eAdvertisement. (\$210 value)



Sponsored Item: Lanyards

<u>Member Pricing</u>	<u>Non-Member Pricing</u>
\$2250	\$2500

SWAG BAG

Every attendee will want this eco-friendly grocery tote bag emblazoned with your company logo. After the show, your company will continue to get exposure as this sturdy tote is used again and again. Sponsorship also includes a Buyer’s Guide enhanced listing, eAdvertisement and a complimentary bag insert. (\$560 value). Alternatively, purchase an insert in the swag bag, which can be any flat, printed item, such as a brochure or flyer. Finally, we are offering one sponsor the opportunity to place a special item, a hat, shirt or other bulky item in the show bag.

Sponsored Item: Swag Bags

<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Swag Bag \$375	\$450
Insert (printed) \$500	\$575
Special insert (bulk) \$400	\$500

Only available if you provide item

COFFEE BREAK SPONSOR

Everyone needs some coffee to get them going in the morning. This is your opportunity to put your brand in attendees hands. Coffee will be provided for attendees at no charge (up to 100 cups, but you may purchase more). Sponsorship also includes a Buyer’s Guide enhanced listing and an eAdvertisement. (\$210 value)



Sponsored Item: Coffee Cups

<u>Member Pricing</u>	<u>Non-Member Pricing</u>
Cups with logos \$800	\$950
Additional 100 cups \$250	\$350

EDUCATIONAL SESSION

Your signage will stand outside one of the classrooms used throughout the day for pesticide recertification and business education. Your company and booth number will be mentioned during introductions in the room where your signage is displayed.

Sponsored Item: Educational Session

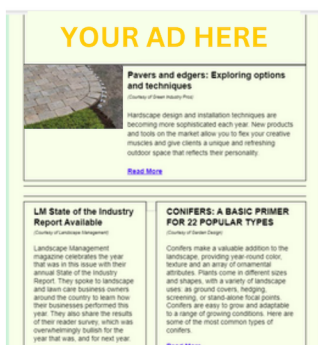
<u>Member Pricing</u>	<u>Non-Member Pricing</u>
\$250	\$350



NJLCA Advertising

E-MAIL CAMPAIGN

Email updates with information on exhibits, speakers, seminars, and registration. Your hotlinked ad appears in all! Be visible when attendees are engaged with the event! Deadline: The beginning of the week prior to the publishing week - ad commitments beyond that date will be placed in the earliest possible email. Circulation: 600 Average open rate: 34% Distribution: Minimum three emails per month, Sept. through Jan. Dimensions: 600w x 100h pixels Cost: ? *New art may be submitted monthly by the 25th of the month prior



NJLANDSCAPESHOW.ORG AD

Majority of attendees asked, say they use the website prior to attending - great visibility on NJLCA on every page of the website (ads rotate with other ads)

2023 Stats: 12,500 impressions per ad
31,000 visits to site.

Cost: ?

Deadline: For maximum visibility, contact us by Sept. 1st, March 1st, Jan 1st. Ad commitments beyond that date will be placed as soon as possible

New Jersey Landscape Contractors Association



BUYERS GUIDE

All things NJLCA will be New - distributed onsite as well! detailed in the event Program. Distributed digitally and via e-mail blast prior to the event and available for attendees to grab at the event! Deadline: Feb 1st. Circulation: 600

Ad Options*(full color):

Outside Back Cover - ?

Inside or Opposite Inside Front Cover (Full) - ?

Center Spread - ?

Full page - ?

1/2 page horizontal or vertical - ?

1/4 page - ?

Preferred, non-cover placement add - ?

*See magazine info for ad dimensions with the exception of the outside back cover which is 7-1/2" x 7-1/2" (Trim 8-1/2"w x 8"h. Bleed 1/8" off. Keep live area 3/8" inside trim.

