

New Jersey Landscape Contractors Association

**NJLCA**  
Growing Every Day

# 2025-26 Marketing Opportunities

*New Jersey Landscape Contractors Association*



201-703-3600



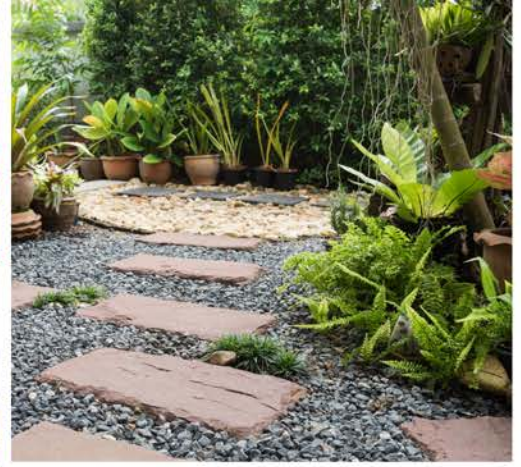
info@njlca.org



465 Mola Blvd, Suite 2  
Elmwood Park  
New Jersey, 07407



www.njlca.org



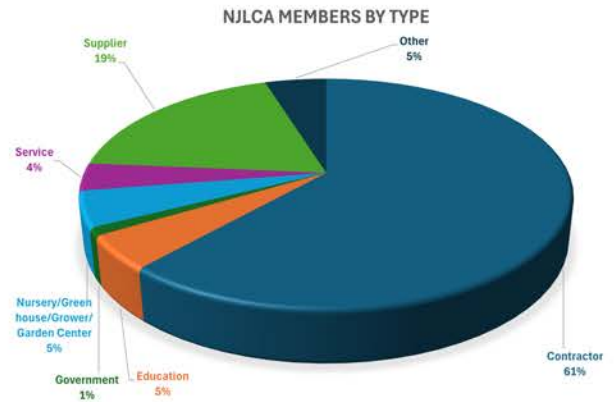
## NJLCA Member Demographics

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

**Members:** 566 (upon time of printing)

### Members Include:

- Landscape Contractors
- Landscape Designers
- Hardscape Contractors
- Snow Plowing Services
- Landscape Management and/or Lawn Care
- Business Products or Services
- Irrigation contractors
- Landscape Lighting
- Garden Centers
- Nursery Growers
- Tree Care Services
- Hardscape Suppliers
- Manufacturers
- Equipment Sales or Rentals
- and more...



\*many members may be part of multiple categories



Safety • Community • Advocacy • Professionalism • Education



# 2026 NJLCA Member Directory

Annual distribution of the directory is at 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: 566** (upon time of printing)

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

## Advertising Rates:

### Size and Dimensions

**Full Pages (5" x 8.5")**

**Half Page (5" x 4.25")**

**Business Card (4.25" x 2.33")**

**Back Cover (5" x 8.5")**

**Inside Front Cover (5" x 8.5")**

**Inside Back Cover (5" x 8.5")**

**Tab Divider (5" x 8.5")**

### Member Pricing

\$495

\$350

\$250

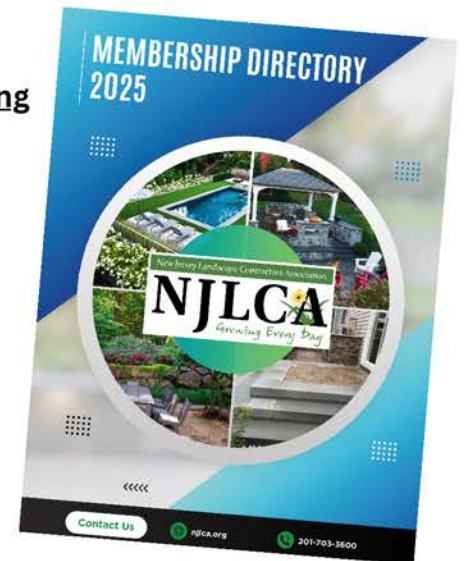
\$795

\$695

\$695

\$695

*\*These rates are effective with the 2026 directory.*



New Jersey Landscape Contractors Association



**\*Bleeds:** Bleeds are 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.



# 2026 NJLCA Magazine

**The NJLCA Magazine:** Reaches landscape contractors, designers, nurseries etc all over the tristate area and more. This is the perfect way to target your ad dollars 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)**

| Type and Dimensions                         | 1 Issue | 3 Issues |
|---|---------|----------|
| <b>Center Spread (14.75" x 9.875")</b>      | \$975   | \$2625   |
| <b>Outside Back Cover (7.375" x 9.875")</b> | \$875   | \$2400   |
| <b>Inside Front Cover (7.375" x 9.875")</b> | \$875   | \$2400   |
| <b>Inside Back Cover (7.375" x 9.875")</b>  | \$875   | \$2400   |
| <b>Full Page (7.375" x 9.875")</b>          | \$775   | \$2175   |
| <b>Half Page (7.375" x 4.583")</b>          | \$400   | \$1050   |
| <b>1/4 Page (3.333" x 4.583")</b>           | \$300   | \$825    |

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

Spring 2025



Summer 2025



Fall 2024



# Examples from previous issues:

1/2 Page Vertical

Full Page



1/2 Page Horizontal



1/4 Page



## 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.

## Deadlines:

January 1st | April 1st | September 1st

## Circulation:

Mail - 566 (at time of printing)  
Digital - 6200



# NJLCA Digital Advertising

## Display Ad

Appears in rotation on the home page and throughout the site.

## Homepage:

510w x 425h pixels

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



Display Ad

## NJLCA.org Advertising

|                               | <u>Member</u> | <u>Non-Member</u> |
|-------------------------------|---------------|-------------------|
| Header Ad (700 x 90 px)       | \$300/mo.     | Not available     |
| Banner Ad (700 x 90 px)       | \$250/mo.     | Not available     |
| 1/2 Skyscraper (200 x 350 px) | \$175/mo.     | Not available     |
| Tile (200 x 200)              | \$125/mo.     | Not available     |

# NJLCA E-Blast News

Over 6,005 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. Advertisers pick which week they prefer - availability is first come first serve.

**Deadline:** The 1st of each month.

**Open Rate:** 35% \*approximately

**Deadline:** 15 days prior to the month you would like to have the ad to begin running



## E-blast Advertising

|                               | <u>Member</u> | <u>Non-Member</u> |
|-------------------------------|---------------|-------------------|
| Header Ad (700 x 90 px)       | \$500/mo.     | Not available     |
| Banner Ad (700 x 90 px)       | \$400/mo.     | Not available     |
| Skyscraper 1/2 (200 x 350 px) | \$275/mo.     | Not available     |
| Tile (200 x 200)              | \$225/mo.     | Not available     |

**Deadline:** 15 days prior to month you would like to have ad begin running

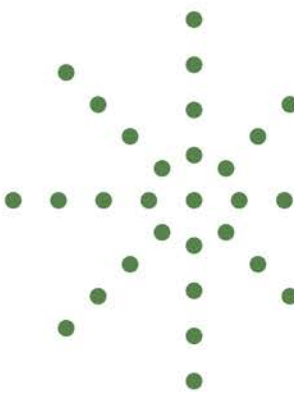
# New Member Packet Insert

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



# Join our Discount Program

New Jersey Landscape Contractors Association



The following is a sample of the discounts exclusive to NJLCA members



**Al D. Landscape and Tree**  
10% cash discount on landscape materials, merchandise, mulch and topsoil and a "finders fee" for tree and stump removal.



**American Profit Recovery**  
10% off Tier 1 pricing for members.



**Aquarius Supply**  
5% cash discount on any Seed, Organic Fertilizer or Pond supply item.



**Accredited Snow Contractors Association**  
20% off your member dues with ASCA.



**Back to Health**  
Medical ID Cards and CDL Examinations. Discounts for 15+ employees.



**Bobcat of North Jersey**  
10% off rentals, 5% discount on parts.



**Connect Payment Technologies**  
Free countertop terminal, free electronic invoicing and recurring payments and \$100 meet or beat offer.



**Consolidated Human Resources**  
1st Month's Service Fee FREE to ALL members.



**Constant Contact**  
20-25% off Email Marketing



**Deer Solution Repellent Service**  
An ongoing 10% of the Home Owner's service agreement every month we spray.



**Drugs Don't Work in NJ**  
FREE technical assistance to establish or update their drug-free workplace policy.



**DynaSCAPE Software**  
Save 10% on license purchases and training with DynaSCAPE Software.



**FEWA**  
15% discount for members first dues with FEWA.



**Gamka Sales Co.**  
Special discounts on sale items - depending on type and quantity.



**Greenius**  
2 Free months of Greenius training software with unlimited users for 2 months, free unlimited training courses and free custom implementation.



**GrowTheBench.com**  
Free "All-Access" pass for one month to the entire online course library. Includes 10 users.



**Hertz Car Rentals**  
10% off rentals, plus additional discounts



**Hy-Viz, Inc.**  
10% off reflective plow markers, bulk driveway markers, curb markers, etc.



**Liberty Payroll**  
One free month of payroll service. One free month after processing normally for one month. Offer valid to new customers only.



**LMN Software**  
2 months free of LMN Pro + Software, unlimited users for 2 months and 25% off implementation.



**Marco Promos**  
First order \$30-120 off and ongoing 10% discount for NJLCA members on promotional products.



**Matera's Nursery**  
10% off nursery stock (Excludes special priced items).



**Middleton & Company Insurance**  
Free Worker's Compensation Experience Mod premium reduction review and WC Claim protector claims kit.



**Nationwide Pet Insurance**  
Save 5% on coverage



**NJ Deer Control**  
Free trial deer repellent application and 20% discount off any following applications in 1st year of service.



**PartnerSHIP**  
Discounts on packages, freight and more!



**Ridgewood Press...Print, Copy & Business Solutions**  
Save 15% Off All Products & Services.



**Scirocco Group**  
Will provide your business with a free customized Employee Handbook, Fleet Safety Program, & Substance Abuse Policy.



**SIMA-Snow & Ice Management Association**  
50% off your first year's membership dues.



**Tech Terra Environmental**  
Discount on Fiesta Weed Killer.



**York Trailers**  
Discount to all NJLCA members.

# Marketing Form

**New Jersey Landscape Contractors Association**  
465 Mola Blvd, Suite 2, Elmwood Park, NJ 07407  
Phone: (201) 703-3600 ~ Fax: (201) 703-3776  
**www.njlca.org ~ Email: info@njlca.org**

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Payment by:  Check  Credit Card

Card Number \_\_\_\_\_ Zip Code \_\_\_\_\_

Exp. \_\_\_\_\_ CCV# \_\_\_\_\_ Signature \_\_\_\_\_

**Please choose which marketing opportunities you would like to invest in:**

The New Jersey Landscape Contractor Magazine: \_\_ February \_\_ June \_\_ October \_\_ All three issues

Ad Size: \_\_\_\_\_ Qty. \_\_\_\_\_ Amount: \$ \_\_\_\_\_

NJLCA Annual Membership Directory

Ad size: \_\_\_\_\_ Qty. \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Website Advertising

Ad size: \_\_\_\_\_ Month(s): \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Email Blast Advertising

Ad size: \_\_\_\_\_ Month(s): \_\_\_\_\_ Amount: \$ \_\_\_\_\_

New Member Packet Insert

Amount: \$ \_\_\_\_\_