



California Landscape Contractors Association, Inc.

SAN FERNANDO VALLEY CHAPTER

c/o El Dorado Communications, Inc. – John R. Hernandez, Editor

19055 Abdera Street, Rowland Heights, CA 91748-2210

PHONE (626) 965-5015 . FAX (866) 591-5093 . EMAIL: eldoradowriters@gmail.com

Dear San Fernando Valley Businesses and Advertisers:

Here is your 2017 San Fernando Valley Chapter Media Kit. Our *Valleyscape Magazine* is the official newsletter of the San Fernando Valley Chapter of the California Landscape Contractors Association. It is published once a month with news and information for the landscape contractor. It also includes news of upcoming Green Industry events along with new product information and technical advice.

Our updated look and format as well as timely editorial and educational material, make the **VALLEYSCAPE** Magazine very appealing to our membership and extended circulation of licensed landscape contractors, architects and suppliers in the San Fernando and Santa Clarita Valleys. This provides your ad with a highly targeted audience and gives you good value for your advertising dollar.

Please note that the rates for 2017 are the same as 2016 and several prior years. We are doing all we can to help our advertisers overcome this business downturn!

- **Printed copies: 400 copies per month** for mailing and personal distribution at meetings and supplier locations. List includes all Chapter members, Green Industry VIPs, State Officers and other Chapter Presidents, advertisers and other interested landscape contractors wanting a hard copy.
- **Our email distribution list is continuing to grow each month**, is currently sent out by the Chapter Office and eventually via Constant Contact. You may visit your current *Valleyscape Magazine* online issue at:
www.EldoradoCommunicationsPublications.info
- **Send us your email address and/or email contact list. We'll be happy to email each one of these persons a copy of SFV Valleyscape WITH YOUR AD IN IT!**
- **Advertisers: Readers who click onto your ad in our email version of this magazine will be linked to your website at no additional cost to you!**

INSERT INFO: Please send 450 copies per run to insert in the printed version of VALLEYSCAPE, as we print extras! Also, please send a PDF of your complete insert (all pages) for inclusion in the email version of our magazine.

Please place or renew your advertising in the *Valleyscape*. We depend on you, our advertisers, to make our Chapter Magazine possible.

Do you have something new happening at your company that you would like to tell our readers about? Just send us the information...we will be happy to run it FOR FREE in the *Valleyscape*. What a great way to promote your business!

Attached is a rate sheet and insertion order. Fill it out and fax or email it in to place or renew your advertising. Also, take this opportunity to enclose new artwork, increase your ad size or upgrade to a color ad for greater effectiveness.

Please call Editor John Hernandez at (626) 965-5015, cell (626) 715-1757, with any questions on this or the attached information; or email John at: eldoradowriters@gmail.com

IMPORTANT! Please note on next page to whom advertising checks should be made out, and where they should be mailed.

Thank you for your continued support of CLCA!



California Landscape Contractors Association, Inc.

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2017 VALLEYSCAPE INSERTION ORDER & CONTRACT

Please fill out and fax, mail or email to Editor John Hernandez (see above). See below for payment information.

COMPANY _____ Phone _____ Fax _____

CONTACT _____ Email _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

COMPANY WEBSITE _____

I authorize El Dorado Communications to insert my ad in the SFV Valleyscape on a monthly basis for one full year, or as specified:

YEARLY RATE - 12 ISSUES

- FULL PG-Back Cover 4-Color (Add ¼" bleed all around) \$4,500
- FULL PG – Inside 4-Color (8 ½" w * 11" h–add ¼" bleed) \$4,000
- FULL PAGE-Black & White \$3,400
- ½ PG Color (Vert.–3 5/8" w * 9 5/8" h) (Horiz.–7 ½" w * 4 5/8" h) \$2,200
- ½ PAGE Black & White \$1,800
- 1/3 PAGE Color (3 3/8" w * 6 1/8" h) \$1,850
- 1/3 PAGE Black & White (3 3/8" w * 6 1/8" h) \$1,500
- 1/4 PAGE Color (3 5/8" w * 4 5/8" h) \$1,345
- 1/4 PAGE Black & White (3 5/8" w * 4 5/8" h) \$1,075
- 1/8 PAGE – Business Card (3 5/8" w * 2" h) \$ 425
- INSERT AD – 8 ½" * 11" 1 mo. \$ 325
- INSERT AD – 8 ½" * 11" 1 yr. 12x \$3,250
- INSERT AD – 11" * 17" 1-sheet folded 4 pgs. 1 mo. \$ 425
- INSERT AD – 11" * 17" 1-sheet folded 4 pgs. 1 yr. 12x \$4,250

START DATE _____ **TOTAL PAYMENT: \$** _____

****Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad Agencies: These rates are NET.**

CK INCLUDED WITH THIS ORDER (CK# _____) BILL ME AT MY ADDRESS ABOVE

Make checks payable to: El Dorado Communications, Inc. (NOT THE CHAPTER!)

Mail to: Editor John R. Hernandez, 19055 Abdera Street, Rowland Heights CA 91748

Technical Information: Email ads in a TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC.. Ads received outside of size requirements may be reformatted or cropped to fit as required. Email stories in MS Word if possible, to Editor John R. Hernandez at: eldoradowriters@gmail.com

DEADLINE for ads and stories: 15th of the month prior to publication

+++Ads must be paid in advance unless previous arrangements are made with the Editor or Advertising Coordinator. Any ad that remains unpaid for more than 2 issues without an agreement in place will be removed until the payment is resolved. Revised 12/5/16

NOTE: I UNDERSTAND MY MONTHLY AD WILL RENEW AUTOMATICALLY EACH JANUARY, AND WILL CONTINUE TO RUN UNTIL I NOTIFY THE ADVERTISING COORDINATOR OR THE EDITOR+++

Authorized Signature _____ Title _____ Date _____