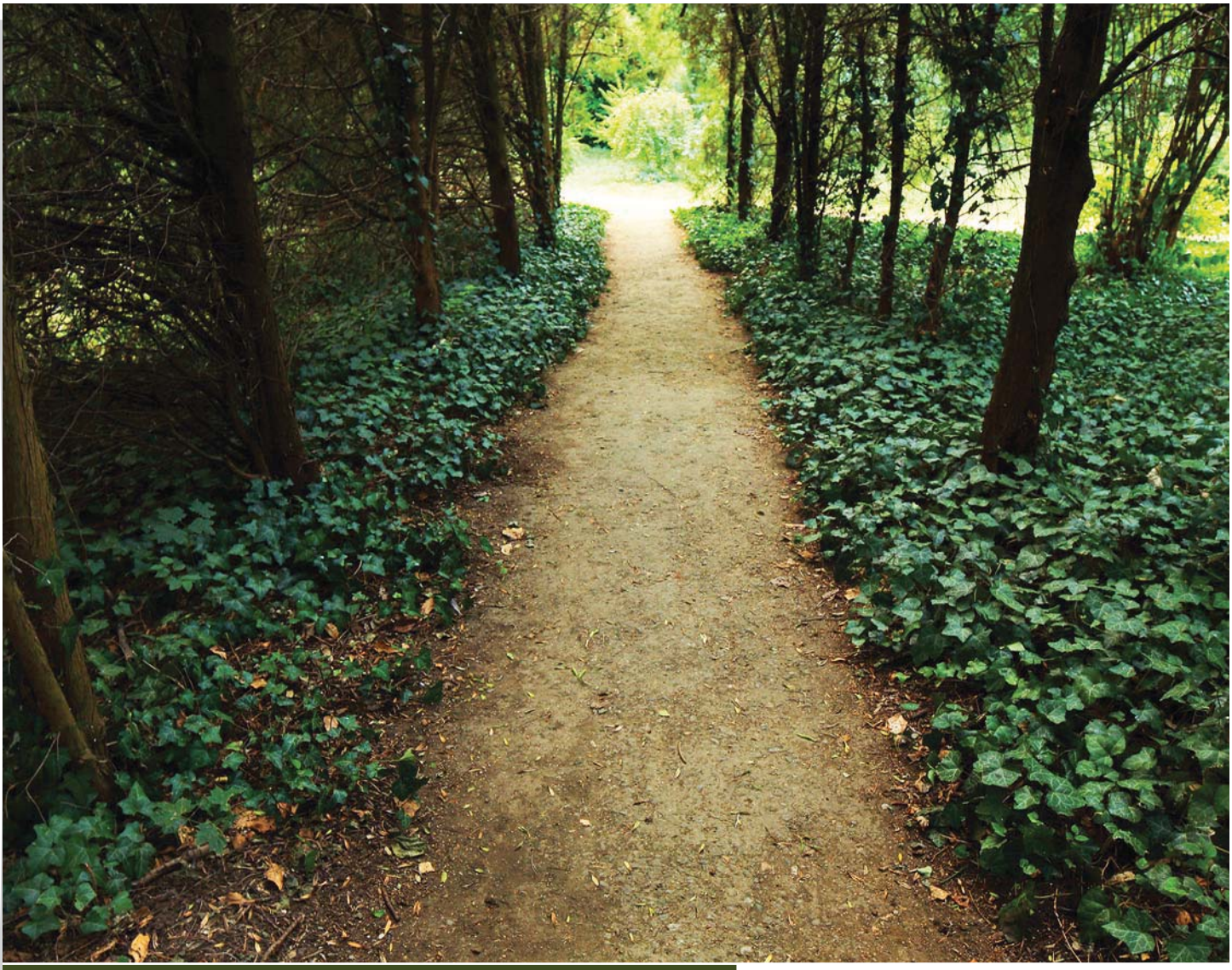


Reach British Columbia's
$51 million landscape
architecture industry

Sitelines Annual BCSLA Membership & Firm Roster
In print & online!

MEDIA KIT

www.bcsla.org

FOR MORE INFORMATION, PLEASE CONTACT:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com

NAYLOR
ASSOCIATION SOLUTIONS

British Columbia Society of Landscape Architects

100%

We represent **100%** of the registered landscape architects in BC.

The landscape architecture is a nearly **$51.8 million** industry in BC.*

Our members spend more than **$42.8 million** on products and services annually.*

The BCSLA promotes continuing education and high standards of professional practice in order to assure the health, safety and welfare of the public in British Columbia under the Architects (Landscape) Act.

The Sitelines Annual BCSLA Membership & Firm Roster is delivered to **more than 1,700** individuals in the landscape architecture industry and *The BCSLA Sitelines Annual* is relied upon by members of this **$51.8 million industry.**

Last year's digital edition received over **3,100** page views!

Sitelines Annual BCSLA Membership & Firm Roster

Print and Digital

naylornetwork.com/bcl-nxt/

British Columbia Society of LANDSCAPE ARCHITECTS

NAYLOR ASSOCIATION SOLUTIONS

Reach 100% of the landscape architecture professionals in BC. Contact your Naylor account executive today!

*http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/serv40k-eng.htm

Net Advertising Rates

All rates include an Ad Link in the digital edition of the roster.

Revisions and Proofs: $50
Position Guarantee: 15% Premium
Ad Creation: $50

Full-Colour	Rates
Double Page Spread	$4,279.50
Outside Back Cover	$3,349.50
Inside Front or Inside Back Cover	$3,129.50
Full Page	$2,569.50
1/2 Page	$1,429.50
1/3 Page	$1,089.50
1/4 Page	$899.50
1/6 Page	$659.50
1/8 Page	$589.50

Black-and-White	Rates
Full Page	$1,819.50
1/2 Page	$1,189.50
1/3 Page	$819.50
1/4 Page	$669.50
1/6 Page	$519.50
1/8 Page	$459.50

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Sponsorship | $475.00 **Skyscraper |** $550.00 **Toolbar** | $325.00

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Member Listing Enhancement

Draw attention to your business by adding your full color or black-and-white logo to your listing in the *Sitelines Annual BCSLA Membership & Firm Roster* . Your logo will increase awareness of your brand and make your listing stand out.

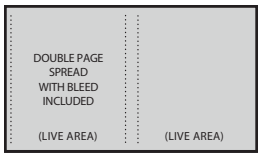
Products and Services Marketplace Section

Showcase your company's message to decision-makers in landscape architecture businesses across British Columbia. This full-colour advertising opportunity allows you to highlight your products and services to the members of the BCSLA.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of $30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

Print Advertising Specifications

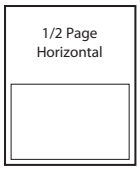
Roster Trim Size: 5.75" x 8.5"



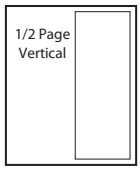
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)

6" x 8.75"

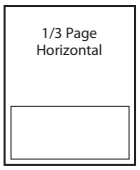
5" x 7.5"



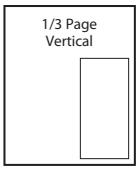
5" x 3.666"



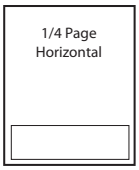
2.333" x 7.5"



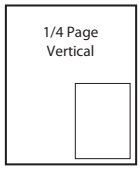
5" x 2.333"



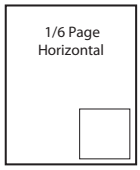
2.333" x 4.916"



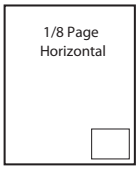
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Roster

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"
Heavy Card Stock Insert 5.25" x 8.25"
Postal flysheets 5.75" x 8.5"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Online Specifications - For more information, visit:
http://www.naylor.com/digitalmagspecs/

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

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Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad, and additional categories are only $20 each. *If your product or service is not listed below, a new category can be created for you.*

- ❑ Architectural Signmakers
- ❑ Bamboo Suppliers
- ❑ Bark Products
- ❑ Bicycle Parking Systems
- ❑ Bike Racks
- ❑ Cedar Fencing - Retaining & Sun Decks
- ❑ Coloured & Creative Concrete
- ❑ Complete Tree Services
- ❑ Compost-Mulch
- ❑ Concrete Colouring & Texturing
- ❑ Concrete Fencing
- ❑ Concrete Interlocking Pavers & Segmental Retaining Walls
- ❑ Concrete Repair & Protection
- ❑ Custom Mixed Potting Soils
- ❑ Engineered Lighting Products
- ❑ Flower & Tree Suppliers
- ❑ Flower Suppliers
- ❑ Furniture-Outdoor
- ❑ Garden Supplies
- ❑ Grass Seed & Fertilizer Suppliers
- ❑ Irrigation Associations
- ❑ Irrigation Products
- ❑ Landscape & Masonry Designers
- ❑ Landscape-Borders & Edges
- ❑ Landscape-Irrigation Garden Consultants
- ❑ Landscape Accessories
- ❑ Landscape Architects
- ❑ Landscape Architecture & Design
- ❑ Landscape Contractors-Stonework
- ❑ Landscape Designers
- ❑ Landscape Edging-Paving Restraints
- ❑ Landscape Equipment & Supplies
- ❑ Landscape Fertilizers & Turf Grass Seed
- ❑ Landscape Supplies
- ❑ Landscape/Irrigation Garden Consultants
- ❑ Landscaping
- ❑ Landscaping & Irrigation
- ❑ Landscaping-Bark Mulch & Top Soil
- ❑ Landscaping Supplies
- ❑ Lighting (Architectural)
- ❑ Lighting Consultants
- ❑ Liners
- ❑ Natural Stone Products
- ❑ Nurseries
- ❑ Nurseries/Growers
- ❑ Nursery Supplies
- ❑ Organic Fertilizers & Natural Soil Amendments
- ❑ Outdoor Recreation & Architectural Product Suppliers
- ❑ Park & Playground Equipment Specialists
- ❑ Park Benches & Retaining Walls
- ❑ Perennials
- ❑ Plastic Pipe Products
- ❑ Playground & Recreation Equipment
- ❑ Playground Suppliers
- ❑ Pond Liners & Geotextiles
- ❑ Rock Formations & Water Gardens
- ❑ Sculptured Rock
- ❑ Signs
- ❑ Site Furnishings
- ❑ Site Improvement Products
- ❑ Skylights
- ❑ Sprinklers
- ❑ Sprinklers-Lawn & Irrigation
- ❑ Tree Farms
- ❑ Tree Movers
- ❑ Turf & Fertilizer Suppliers
- ❑ Turf Suppliers
- ❑ Wire Baskets-Burlap
- ❑ Other: _____
  _____

One free listing with any size ad. Additional listings are $20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X $20 = $_____

Initial:_____ Date:_____

Members Only: Listing Enhancement Opportunity!

British Columbia Society of Landscape Architects encourages members to do business with other BCSLA Affiliates and suppliers. The *Sitelines Annual BCSLA Membership & Firm Roster* is a fantastic opportunity for members to network with each other. Increase your company's visibility by adding either your full-colour or black-and-white logo to your member listing. Reach the decision-makers in British Columbia's landscape architect industry with this cost-effective marketing opportunity!

Please select from the following options:

- ❍ Full-colour logo: $439.50
- ❍ Black-and-white logo: $229.50

All prices are per listing.

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

affiliates

Abbotsford Concrete Products
Contact: Anders Danielsson
3422 McCallum Road
Abbotsford, BC V2S 7W6
✆ (604) 852-4967
♠ (604) 852-4819
anders.sep@pavingstones.com
www.pavingstones.com
Description: Abbotsford Concrete Products is an innovative industry leader in the manufacturing of Interlocking Paving Stones, HydraPressed Slabs and Segmental Retaining Wall Systems; it is an important first step to reduce excess stormwater. Our latest product, the Artisticast Series, is a 2cm HydraPressed Porcelain Slab that can be used in a wide variety of outdoor hardscape applications, delivering remarkable performance, style and versatility.

ARCHITEK

Architek SBP Inc
Contact: Ron Schwenger
#200, 38 West 7 Avenue
Vancouver, BC V5Y 1L8
✆ (778) 875-6210
Toll Free: (888) 317-5586
ashley@architek.com
www.architek.com
Description: ARCHITEK is a living architecture technologies company assisting LEED® professionals, architects, landscape architects, contractors, governments, and building owners at any stage of the building process. From design to installation and maintenance, we provide expertise, education, products, and on-site services for green roofs, living walls, living facades, stormwater harvesting, solar integration, and a wide selection of accessories.

barkman

Barkman
Contact: Brian Nemec
#210A, 290 Newport Drive
Port Moody, BC V3H 5N2
✆ (778) 889-7670
Toll Free: (800) 461-2278
♠ (604) 949-0321
vancouver@barkmanconcrete.com
www.barkmanconcrete.com
Description: Barkman offers a unique line of linear and large scale pavers, specialty paving slabs, retaining wall systems, Green Earth walk, GFRC planters, site furnishings both standard and project specific, precast skateboard parks, Rosetta wallystones, and veneer stone. We are 100% Canadian owned and committed to the highest level of quality. Our products can be found throughout North America.

Bartlett Tree Experts
Contact: Michelle Swanson
4370 Interurban Road
Victoria, BC V9E 2C4
✆ (250) 479-2542
Toll Free: 1 (877) BARTLETT
♠ (250) 479-2715
mswanson@bartlett.com
www.bartlett.com
Description: Bartlett Tree Experts is a leading Residential and Commercial tree and shrub care company. Our offices in Victoria, Burnaby, Delta, Summerland and Kelowna provide science-based solutions and a safety-first record. No matter the size or scope of our clients' needs, our arborists can help keep trees and shrubs healthy and beautiful while protecting the landscape investment. Services include pruning, soil care, insect and disease management, diagnostic and structural evaluation services, cabling/bracing, maintenance programs and removal.

Basalite Concrete Products Vancouver ULC
Contact: Bob Hughes
8650 130 Street
Surrey, BC V3W 1G1
✆ (604) 328-1447
♠ (604) 596-6814
rob.hughes@pacoast.com
www.basalite.com
Description: Basalite Concrete Products is Western Canada's premier supplier/manufacturer to the BC and Alberta construction markets. We manufacture Valleystone, Anchor and Rosetta segmental retaining wall systems, Rockwood Outdoor/Veg Ids, Concrete masonry units, Drymix products (Sakrete), Hardscapes (Slabs), Geogrids, cleaners and sealers. Custom manufactured colors are available by special order. Quality products at competitive prices.

BL Innovative Lighting
Contact: Betty Lou Peony
#111, 6836 Heather Street
Vancouver, BC V6P 3S8
✆ (604) 874-4405
♠ (604) 321-0445
bl@blighting.com
www.blighting.com

CDM2 LIGHTWORKS
Contact: Jared Howitt
#330, 825 Powell Street
Vancouver, BC V6A 1H7
✆ (604) 215-7721
♠ (604) 215-7723
jared@cdm2lightworks.com
www.cdm2lightworks.com

Sample

Advertiser Information:

Company Name:_____

Primary Contact:_____ Position:_____

Address: _____

City: _____ State/Province:_____ Zip/Postal Code:_____

Phone:_____ Fax:_____

Email:_____ Website:_____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X_____Date:_____

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Please sign and return to:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext. 3625
acaroyannis@naylor.com

NAYLOR ASSOCIATION SOLUTIONS

British Columbia Society of LANDSCAPE ARCHITECTS

Digital Edition – www.archivelink.net

In addition to print, the *Sitelines Annual BCSLA Membership & Firm Roster* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. ***Each issue is emailed to readers as well as posted on the BCSLA's website. An archive of the Sitelines Annual BCSLA Membership & Firm Roster is available, securing your ad a lasting online presence.***

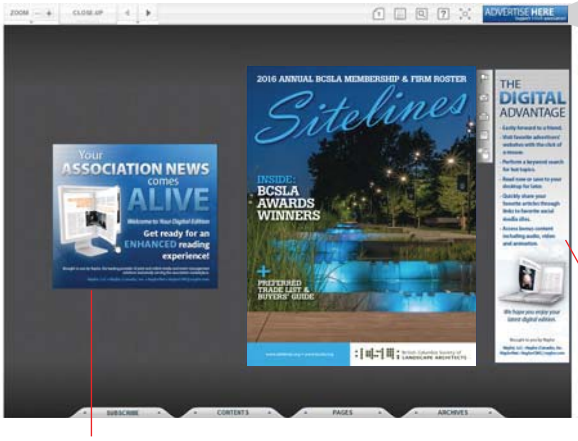
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire roster**
- **Navigate and magnify pages with one click**
- **View instantly from most smartphones and tablets**
- **View archives and find a list of sections for one-click access**
- **Read the *Sitelines Annual BCSLA Membership & Firm Roster* online or download and print for later**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Toolbar (250 x 50 pixels) | $325

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (154 x 603 pixels) | $550

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Sponsorship Max (385 x 336 pixels) | $475

Your message will be prominently displayed directly across from the cover of the directory. Animation capabilities are available. Video capabilities are not available for Sponsorship Max.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit: http://www.naylor.com/digitalmagspecs/

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the British Columbia Society of Landscape Architects and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of BCSLA.

Acacia Landscape Inc.
Adera Natural Stone Supply
Architek Sustainable Building Products Inc.
Art's Nursery Ltd.
Barkman Concrete
Bartlett Tree Experts
Basalite Concrete Products ULC
Bearberry Creek Greenhouses
Bluestem Nursery
BURNCO Rock Products Ltd.
Cannor Nurseries Ltd.
CDM2 Lightworks
DB Perks & Associates
Deep Root Canada Corp.
Denbow Transport Ltd.
Dobney Foundry Ltd.
Durante Kreuk Ltd.
East Richmond Nurseries Inc.
Envirospec Inc.
Equiparc
First Choice Mfg Ltd./Masonville
Frances Andrew Site Furnishings
Gaia Green Products Ltd.
Gemstone Masonry & Landscape Supply Ltd.
Green Thumb Nurseries
Habitat Systems Incorporated
Heike Designs Inc.
HUB Surface Systems West
Hydrotech Membrane Corporation
Irrigation Design Management (IDM)
Lafarge
Landscape Forms Inc.
MacKay Precast Products
Madrone Environmental Services Ltd.
Marzstone Contracting Ltd.
McElhanney Consulting Services Ltd.
Meadows Landscape Supply
Metrix Professional Insurance Brokers
MMM Group
Mumby's Tree Services Ltd.
Musco Lighting
NATS Nursery Ltd.
Newin Industry Ltd.
Nilex Inc.
Northwest Landscape Supply Ltd.
Pacific Bark Blowers Inc.
Pacifica Nurseries Inc.
Parker Pacific Equipment Sales
Peel's Nurseries Ltd.
PFS Studio
Piroche Plants Inc.
PlayWorks
Pot Incorporated / Toad Landscape Co.
Precision Greens
Premier Pacific Seeds Ltd.
Purple Springs Nursery
PWL Partnership Landscape Architects Inc.
Quattro Lighting Inc.
RecTec Industries Inc.
Richard Findlay Landscape Architect Inc.
Shade Sails Canada
Specimen Trees Ltd.
Stantec Consulting Ltd.
Sudden Fun Recreation Equipment Ltd.
Swing Time Distributors Ltd.
T. Moscone & Bros. Landscaping Ltd.
Terralink Horticulture Inc.
The Playground Guys
The Stresscrete Group
Urban Systems Ltd.
Vaughan Landscape Planning & Design Ltd.
Veratec Engineered Products Inc.
Wesgroup Equipment
West Coast Bark Products
Western Turf Farms Ltd.
Willems Forest Products
Wishbone Site Furnishings