



# COLORADO green

Official publication of ALCC serving the green industry in the Rocky Mountain region

2024

## MEDIA KIT

ALCC member publication  
for Colorado's \$2 billion  
green industry

Magazine for the Rocky  
Mountain region's landscape  
professionals since 1979

Exclusive, landscape  
industry-specific  
readership





*Colorado Green* is the leading publication for the landscaping industry in the Rocky Mountain region. It is an award-winning magazine that has been continually published for over 40 years. Our online edition, *Colorado Green NOW*, is distributed via email twice each month.

When you advertise with ALCC in *Colorado Green* and *Colorado Green NOW*, you reach a unique audience of skilled, authoritative, well-connected green industry professionals.

#### THEY'RE BUYING WHAT YOU'RE SELLING

Put your business in front of our exclusive audience that is distinctly interested in what you have to sell. No guesswork here. These are your ideal green industry prospects.

#### LOYAL READERSHIP

Association members and magazine readers are loyal. They know every issue will contain valuable information they need to run their business and stay up-to-date on the green industry. They view ads as supportive to the editorial, not disruptive to the experience.

#### TRUSTED AUTHORITY

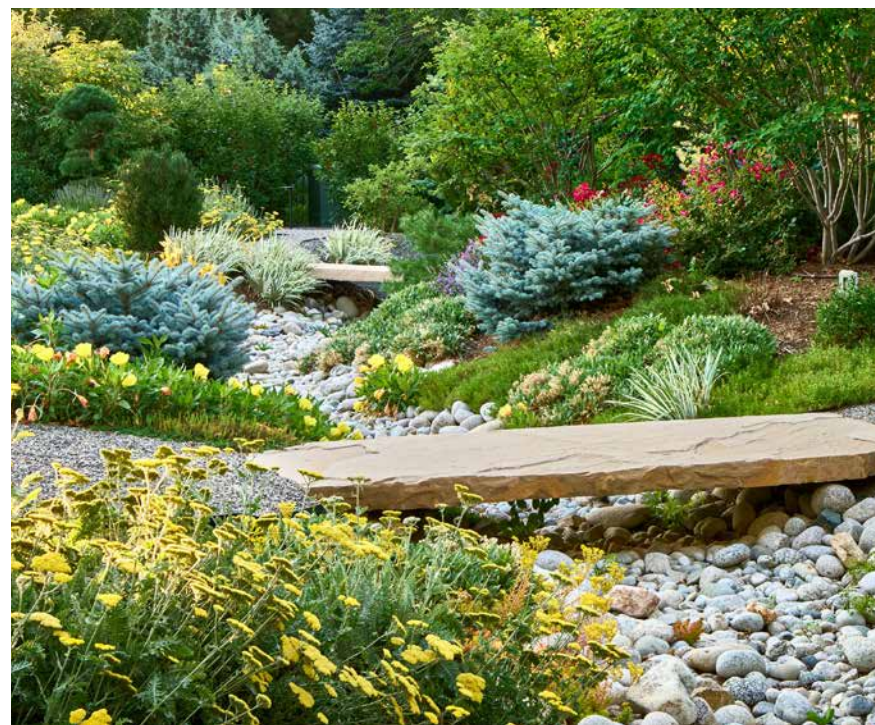
Audiences have a more favorable opinion of companies that advertise in trade publications. Your brand, through advertising in the pages of *Colorado Green*, benefits from ALCC's influence and reputation.

#### UNMATCHED AUDIENCE

Every issue is mailed directly to leading companies that serve and support Colorado's green industry. Sectors include landscape contracting, arborists, landscape contractors, greenhouses and nurseries, and suppliers like irrigation supply and aggregate materials.

#### READY TO GET STARTED?

Tap into the buying power of our readers – landscape companies, suppliers and municipality/affiliate organizations – who purchase the products and services required to keep their green business thriving. Super-efficient, no wasted ad spend.



## 2024 EDITORIAL LINEUP

Every issue of *Colorado Green* delivers essential information to readers that they can't get elsewhere. From industry and legislative news to insightful articles written by industry peers about the business of the business, ALCC and *Colorado Green* educates members about news, trends, products, processes, technologies, and regulations specific to the green industry.

### EDITORIAL SPECIAL FOCUS

#### Winter: Small Business Focus

The Awards issue. ELITE awards and other national industry awards received by Colorado landscape companies, ProGreen EXPO preview.

**NEW**

**A special ProGreen EXPO program insert!**

There will not be a separate printed event program, so this is where to be seen with all PGE attendees. Call for more details!

**DON'T MISS...**  
Your chance to be seen in the pages of *Colorado Green* at the ProGreen EXPO. Copies of this issue are made available to all attendees.

#### Spring: Innovation & Technology

Learn about innovations in technology and equipment that are transforming the green industry and get all the news you need to ramp up for the peak landscape/outdoor season in Colorado.

#### Summer: Water Conservation

Learn what you can do--and what governments, nonprofits and NGOs are doing--to conserve Colorado's most precious resource.

#### Fall: Sustainable Landscaping

A focus on the cutting-edge practices and techniques that are emerging as the green industry does its part to conserve resources and deal with climate change.





## IN EVERY ISSUE

Readers rely on and look forward to our standing departments. Imparting critical and timely information about regulatory and compliance changes, workforce development, tips and tools to drive business growth, plant recommendations, advocacy and much more!

### DEPARTMENTS INCLUDE

**Green News & Notes**

News of achievements by Colorado green industry professionals, milestones reached.

**Legislative & Advocacy Update**

News about industry advocacy efforts and regulatory issues affecting landscape companies and other green businesses.

**Sustainable Landscape Management**

The latest about ALCC’s sustainability initiatives for Colorado landscapes.

**Water Wise**

News and information about conserving Colorado’s most precious resource.

**Profiles**

A closer look at the people behind the landscape industry and what it takes to run their companies.

**Business Sense**

Information from industry peers about business management, operations, marketing, and financial management.

**Climate Wise**

News and information to help the landscaping industry help combat climate change and deal with its effects.

**Workforce**

An update on efforts to attract, train and retain current and next generation employees.

**Plant Picks**

Recommendations from Colorado State University and Plant Select for plants well-suited to Colorado’s unique growing conditions.

**Field Trip**

Colorado destinations every landscaper will want to visit.



## WHY ADVERTISE?

For more than 60 years, ALCC’s mission has been simple: to help Colorado’s landscape companies have successful businesses. ALCC is nationally recognized as a leading trade association in the green industry. ALCC provides the leading companies in Colorado’s green industry with business resources, marketing tools, advocacy, peer-to-peer networking, mentoring, sustainability education and much more.

As the official publication of ALCC, *Colorado Green* and *Colorado Green NOW* deliver news and information that support that mission.

### INFLUENTIAL, UNDUPLICATED READERSHIP

Exclusive readership includes a diverse array of enterprises that provide unique and valuable products and services to our readership. Our members include owners and executives from companies involved in specifying and purchasing:

- Landscaping services
- Landscape lighting
- Landscape architectural services
- Irrigation systems and services
- Outdoor power equipment distributors
- Nurseries, greenhouses and garden centers
- Equipment repair and maintenance
- Snow management
- Municipality parks
- Forestry departments

**TARGETED AUDIENCE**

Deliver your message to our landscape industry-specific audience of decision-makers. Members read *Colorado Green* to get better at their jobs and explore trends and innovations. How will they discover you?

**CREDIBILITY**

ALCC has an unmatched level of influence with members that for-profit media cannot match. Your ad in *Colorado Green* places your products and services within the ALCC sphere of influence which elevates your brand.

**MAGAZINE MEDIA MATTERS**

Ads are part of the magazine reading experience because they align with the rest of the content and add to the magazine’s value. ALCC members actually want to read your ad.

**INSPIRED READERS**

Association magazines have a higher readership than traditional B2B media, and therefore a better return on investment for advertisers. Ads are part of the reading experience, rather than an interruption.



# CIRCULATION & DISTRIBUTION

Our unique distribution methods ensure your advertising message reaches decision makers with purchasing authority in the green industry. No wasted circulation here – every company and contact plays a meaningful role within our green industry.

5,000 copies of each issue of *Colorado Green* are distributed to landscape industry professionals throughout Colorado and beyond.

- Mailed to ALCC member companies
- Delivered to our proprietary list of prospective members
- Available to specialists within the landscape industry through ALCC partner organizations
- Content is shared digitally and through email

## DATES & RATES

### Closing Dates

ISSUE	AD CLOSE	MATERIALS DUE
Winter	Nov 21	Nov 28
Spring	Feb 19	Feb 26
Summer	May 18	May 25
Fall	August 24	August 30

### Ad rates

SIZE	1X	4X
Spread	\$3,754	\$3,273
Full Page	\$1,946	\$1,693
2/3 Vertical	\$1,693	\$1,464
1/2 Horizontal	\$1,511	\$1,317
1/3 Vert/Square	\$1,317	\$1,156
1/4 Vertical	\$1,167	\$1,018
1/6 Vert/Horiz	\$1,018	\$892

### Premium Positions

Inside Front Cover	\$2,243	\$1,946
Adjacent to IFC	\$2,346	\$2,037
Middle Spread	\$4,121	\$3,606
Inside Back Cover	\$2,243	\$1,946
Back Cover	\$2,346	\$2,037
TOC Adjacent	\$2,243	\$1,946
Masthead Adj. 2/3 vert	\$1,946	\$1,685

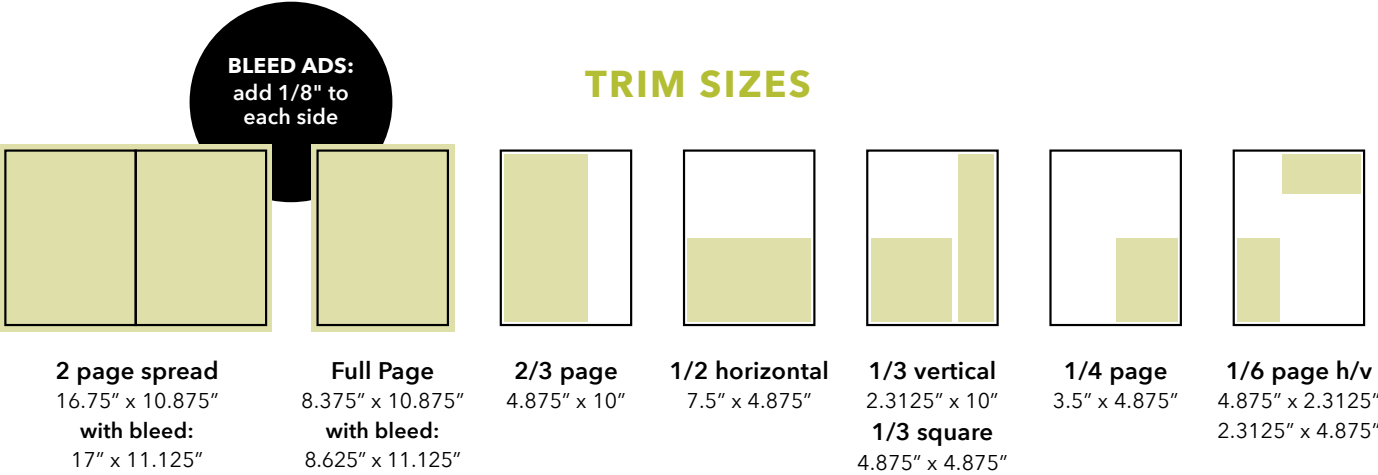
### Colorado Green NOW Digital Rates\*

Leaderboard \$375

\*Colorado Green NOW advertising is exclusively available to ALCC member companies.



# SPECIFICATIONS



### General Information

1. Signed contract must accompany print-ready ad materials.
2. When ad materials are not received by ad material due date, publisher reserves the right to print the ad from the previous issue.
3. Cancellations must be received in writing 14 days prior to ad close.
4. In the event of a printer's error, the ad will be rerun in the next issue as a make good; no monetary credit will be issued.

### Print Ad Specifications

Ad materials not submitted in an acceptable format or received after the due date will be subject to production fees and/or late fees. If you need an advertisement created, our in-house agency can develop and design an advertisement. Call your sales rep for pricing and details.

### Size

If your document is not built to the correct size, the final output might not be what you expect. With spreads, we do not guarantee perfect alignment of type or graphics across the gutter.

### Live Area

Information placed less than .375" from trim edge risks being cut off and displaying incorrectly.

### File Format

Ad materials must be submitted as print-ready PDF/X1A files only, images CMYK, 300dpi at 100%, fonts embedded.

**Please do not include crop marks, bleed or color information.**

### Digital Ad Specifications for Colorado Green NOW

- Leaderboard size: 728px x 90px
- JPG, 15K file size
- Public Link URL

### File Submission

Please email directly to Martha Dickenson, at [mimi\\_nwp@yahoo.com](mailto:mimi_nwp@yahoo.com)

### Miscellaneous

*Colorado Green* is not responsible for errors or color discrepancies on ads not accompanied by a proof.



Photography courtesy  
of ALCC's The ELITE  
Award winners.





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## JOIN ALCC TODAY!

**COLORADO GREEN AND COLORADO GREEN NOW:**

The official publications of ALCC

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### CONTACT

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