

# Get real results with a product promo package



# Irrigation & Lighting

Lock in a comprehensive marketing plan with *Irrigation & Lighting* magazine's product promo package. Market across **three key channels** – email, print and web – to get more eyes on your product.

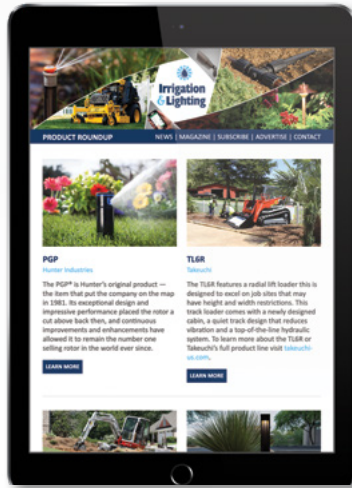
## Product Roundup e-newsletter

**33,000+** subscribers  
**22.7%** open rate\*

Put the spotlight on your new product and generate sales leads with this popular quarterly newsletter. Space is limited, so your product is sure to get noticed by digital readers.

**BONUS:** Following delivery of your *Product Roundup*, we will provide you lead information from your product's unique clicks.

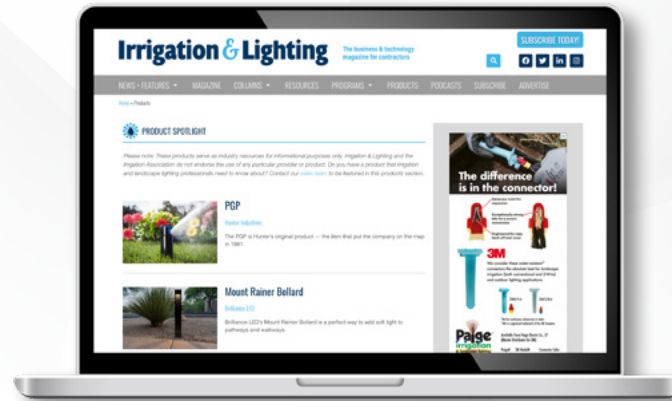
\*Publisher's own data, July 2022-June 2023



## Product listing on website

**45,000+** monthly page views\*

Customers will easily discover your products with a sponsored listing on the website. This products showcase will feature three companies on the home page (three-month duration) and on our special Products page (six-month duration).



## Product Spotlight print article

**54,000+** total circulation

Put your product in the hands of our dedicated readers with a Product Spotlight entry. Your product will be showcased in the print and digital edition of the quarterly magazine with an image, description and link to your website. When irrigation professionals look to *Irrigation & Lighting* for the latest and greatest products, yours will be on the list!



**COST** | \$6,000  
**AVAILABILITY** | 3 total packages per quarter  
**MATERIAL DEADLINE** | Jan. 1 | Apr. 1 | July 1 | Oct. 1

**MATERIAL REQUIREMENTS**  
700 x 467 product image | product webpage link  
300-word description, including highlight bullets & 50-word summary



Download a product promo package submission form at [irrigationandlighting.org/PPP-form](http://irrigationandlighting.org/PPP-form).



Contact: [advertise@irrigationandlighting.org](mailto:advertise@irrigationandlighting.org)