Starting in October:

60,000+
print subscribers per issue

EXPLORE THE OPPORTUNITIES — PRINT, DIGITAL, ONLINE

2020 MEDIA PLANNER
Explore the opportunities with Irrigation & Green Industry

Irrigation & Green Industry is a leading business publication serving landscape, irrigation and maintenance contractors. Through its magazine, news and product e-newsletters, website and app, IGIN has been providing valuable industry content for more than 20 years.

Each issue includes news, feature articles and columns that keep subscribers informed on the topics that matter to them most. Coverage of issues facing the industry, advice for management and field supervisors and profiles of those who have made their mark on the industry are featured each month along with many helpful tips and product information.

91%  
Percentage of readers involved in purchasing landscape products & services*

97%  
Percentage of readers involved in purchasing power equipment*

85%  
Percentage of readers involved in purchasing commercial mowers*

90%  
Percentage of readers involved in purchasing turf & ornamental chemicals*

*2018 IGIN mower, power equipment and readership surveys, and 2019 lawn care/chemical survey
Reach your target audience

Irrigation & Green Industry’s mission is to promote and grow the landscape industry by providing essential information and opportunities for business connections. Let us connect you with your target audience.

Our qualified subscribers include presidents, owners, partners, operating management, supervisors, department heads and sales managers, allowing you to reach purchasing decision-makers. On average, 83% of survey respondents work in the residential market, 75% work in the commercial market, and 23% are involved in the municipal/parks/sports field market.

Our brand is well-known and respected in the industry.

---

### PRIMARY BUSINESS*

<table>
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<tr>
<th>Business Category</th>
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<tbody>
<tr>
<td>Landscape Contractor (includes Lawn Maintenance Company and Irrigation Contractor/Consultant)</td>
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<tr>
<td>Landscape Architect/Designer, Consultant</td>
<td>4,637</td>
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<tr>
<td>Distributor/Dealer</td>
<td>2,574</td>
</tr>
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<td>Others Allied to the Field</td>
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<td><strong>TOTAL</strong></td>
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### PRIMARY JOB RESPONSIBILITY*

<table>
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<tbody>
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<td>Executive (Owner, Partner, CEO, President, General Manager)</td>
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<tr>
<td>Manager/Supervisor (Architect, Director, Superintendent, Foreman, Landscape Grounds Manager, Consultant)</td>
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<tr>
<td>Service Crew Member</td>
<td>585</td>
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<tr>
<td>Specialist (Arborist, Agronomist, Forester, Horticulturist, Instructor, Water Manager, Researcher, Engineer)</td>
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<tr>
<td>Sales/Marketing/PR/Advertising</td>
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<td>Other Titled/Non-Titled Personnel</td>
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<td><strong>TOTAL</strong></td>
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### GEOGRAPHIC BREAKOUT*

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<tr>
<td>South Atlantic</td>
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<td>East South Central</td>
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<td>West South Central</td>
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<td>Mountain</td>
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<td>Pacific</td>
<td>10,421</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>60,643</strong></td>
</tr>
</tbody>
</table>

*Publisher’s Sworn Statement – August 2020
# 2020 Editorial Calendar

## January
**Industry Outlook**
- 2020 Green industry outlook
- Zero-turn and standing mowers comparison charts
- Irrigation: Troubleshooting
- Design case study

**Bonus Distribution:** ProGreen Expo, Feb. 5-8, Denver, Colorado

## February
**Business BMPs**
- Sustainable landscaping
- Equipment financing options
- Irrigation: Wireless
- Pest prevention

## March
**Water Management**
- Employee recruitment
- Irrigation: Pumps and valves
- Landscape design trends
- Water features

## April
**Lawn Maintenance**
- Lawn care
- Mini skid steers and compact loaders comparison charts
- Irrigation: Installation
- Outdoor living trends

## May
**Workplace Safety**
- Theft prevention
- Irrigation: Controllers comparison charts
- Eco-friendly case study
- Power equipment

## June
**Customer Service**
- Customer service
- Equipment maintenance
- Irrigation: Drip
- Mulch

## July
**Smart Irrigation**
- Smart irrigation case study
- Weed control
- Equipment safety training
- Planning for the weather

## August
**Landscape Lighting**
- Lighting
- Regulations and compliance
- Minorities in the landscape industry
- Irrigation: Distributor and dealer relationships

## September
**Holiday Lighting**
- Should you franchise?
- Irrigation: Winterizing
- Fleet and equipment management
- Smart landscaping

## October
**Equipment Trends**
- New technologies
- Maintaining customer relations
- Irrigation: Maintenance
- Smart landscaping

## November
**Winter Planning**
- Expansion planning
- Snow removal
- Irrigation: Certification
- Mini skid steer and loader charts

## In Every Issue
- Close-up profile
- Market watch
- Green business brief
- Business to business
- Product spotlight
- Marketing, business and lighting columns
- Associations in action

Outside of our special features, 85% of survey respondents are most interested in the Business to Business articles.

*Contract closing:* 1st day of the month preceding publication date
*Material closing:* 7th day of the month preceding publication date

Within our first year of new management, IGIN won 6 honors from the Turf & Ornamental Communicators Association.
Print specifications & rates

_**Irrigation & Green Industry**_ is a publication of the Irrigation Association, a not-for-profit 501(c)(6) organization. Unlike for-profit publishers, all net revenue is returned to the industry to support advocacy and professional development for the green industry. Not only do we connect you with your target audience, but by advertising with IGiN, you contribute to the future of the industry.

<table>
<thead>
<tr>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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<td>NA</td>
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Additional fees: Special positions – 10% (guaranteed) • Inserts: Rates are available upon request

Get the most out of your advertising with specials like October’s profile page opportunity.

**Honda Engines: New Models, More Power and Even More Versatility**

Advertising on a budget or new to the market? Green Industry Marketplace and Mini Mart ads are cost-effective options so you can get the most out of your investment. Contact your sales rep for more information.
Get noticed online

Irrigation & Green Industry’s website is updated regularly with news and bonus content, and we work digital experts to make sure our site is optimized for organic search traffic. Supplement your print commitment with a presence on igin.com. Four new advertising opportunities have been added for 2020. www.igin.com

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>Pixels</th>
<th>1×</th>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
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<td>Weekly</td>
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<tr>
<td>Wallpaper (2 ads)</td>
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<td>Weekly</td>
</tr>
<tr>
<td>leaderboard¹</td>
<td>728 × 90</td>
<td>$1,500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Large skyscraper²</td>
<td>300 × 600</td>
<td>$1,250</td>
<td>Monthly</td>
</tr>
<tr>
<td>Medium rectangle²</td>
<td>300 × 250</td>
<td>$880</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion³</td>
<td>728 × 90</td>
<td>$1,500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion – mobile³</td>
<td>320 × 50</td>
<td>$750</td>
<td>Monthly</td>
</tr>
<tr>
<td>Comments section (w/in articles) – top⁴</td>
<td>728 × 90 and 320 × 50</td>
<td>$500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Comments section (w/in articles) – bottom⁴</td>
<td>728 × 90 and 320 × 50</td>
<td>$500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Sponsored content</td>
<td>na</td>
<td>$800</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

¹ Four ads rotate within two positions each month.
² Four ads rotate within three positions each month.
³ Adhesion ads float to the foot.
⁴ Two ad sizes required for desktop and mobile.

**Deadlines:** Materials are due 5 business days prior to the run month or run week. Provide JPEG or GIF file along with linking instructions.

95,084 avg pageviews/mo. (Jan – June 2019)
74,821 avg users/mo. (Jan – June 2019)
Newsletters go the distance

Irrigation & Green Industry Newsletter
The Irrigation & Green Industry Newsletter provides over 11,000 contractors with the latest industry news delivered directly to their inboxes every week. With only six available spots in each newsletter, your ad will be highly visible.

See the pricing matrix on the right of this page.

Product Roundup
The Product Roundup e-newsletter is the ideal outlet to promote new products. Produced four times a year, it provides a direct connection to your potential customers.

You provide us with a product image, 50-word description and a link to your product webpage. Eight spots available per newsletter.

Video Vault
Video Vault is an excellent outlet to drive traffic to your videos. This newsletter can help your video get more views as we send the link along with a photo and description directly to your potential customers. Plus, we house your video on our site for 90 days.

You provide us with a video link and 35-word description. Eight spots available per newsletter.

Custom emails
Our sales, creative and editorial staff can work with you to design an email campaign that is customized to your needs. It will be distributed to our subscriber database as a sponsored newsletter. Contact your sales rep for more information.

Distribution | Materials Due
--- | ---
February 13 | February 6
May 20 | May 13
August 20 | August 13
November 20 | November 13
$590 per listing

Distribution | Materials Due
--- | ---
January 16 | January 9
April 15 | April 8
July 15 | July 8
October 15 | October 8
$750 per listing

Rates

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<th>WEEKLY E-NEWSLETTER</th>
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<tbody>
<tr>
<td>Rectangle – top</td>
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<td>$880</td>
<td>Weekly</td>
</tr>
<tr>
<td>Rectangle – middle</td>
<td>300 × 250</td>
<td>$700</td>
<td>Weekly</td>
</tr>
<tr>
<td>Rectangle – bottom</td>
<td>300 × 250</td>
<td>$590</td>
<td>Weekly</td>
</tr>
<tr>
<td>Leaderboard – top</td>
<td>728 × 90</td>
<td>$880</td>
<td>Weekly</td>
</tr>
<tr>
<td>Leaderboard – middle</td>
<td>728 × 90</td>
<td>$700</td>
<td>Weekly</td>
</tr>
<tr>
<td>Leaderboard – bottom</td>
<td>728 × 90</td>
<td>$590</td>
<td>Weekly</td>
</tr>
<tr>
<td>Sponsored content</td>
<td>n/a</td>
<td>$800</td>
<td>Weekly</td>
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</tbody>
</table>

<table>
<thead>
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<th>IA TIMES E-NEWSLETTER</th>
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<td>Horizontal</td>
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<td>Pixels</td>
</tr>
<tr>
<td>1x</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Sponsored content</td>
</tr>
<tr>
<td>n/a</td>
</tr>
<tr>
<td>Monthly</td>
</tr>
</tbody>
</table>

Want more?
Reach out to irrigation professionals.

IA Times
IA Times is the Irrigation Association’s monthly e-newsletter that carries IA news to both landscape and ag companies, with a total circulation of over 19,000 irrigation professionals. The newsletter features a special member news section that celebrates IA member successes.

**Policies**

**General policy**
Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed as well as for any claims originating with the ad and made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication’s format is not permitted, and the publisher reserves the right to place the word “advertisement” with copy that, in the publisher’s opinion, resembles editorial matter.

In addition, Irrigation & Green Industry will not publish advertisements (print or digital) that include pricing of any kind or comparative content (e.g., research, testimonials or other content comparing one company’s products/services, brand or company to another).

**Cancellations**
Cancellations will not be accepted after the closing date and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact your account manager for deadline extensions or questions. Covers are not cancelable.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed.

**Contract terms**
Irrigation & Green Industry reserves the right to reject or cancel any advertising for any reason at any time. The advertiser represents that the advertising submitted by it for publication contains nothing which can result in any claim against the publication, and it agrees to indemnify the publication against any damages and expenses arising out of the publication of such advertising.

In case of error of omission or typesetting relating to an advertisement covered in this contract, the publication’s liability shall be restricted to the insertion of a corrected advertisement in the next issue.

All agreements are subject to accidents, fires, acts of God, labor disputes, or other contingencies beyond the control of the publication. Further, the publisher shall not be liable for damages if for any reason it fails to publish an advertisement.

**Payment terms and agency commission**
**Terms:** Net. All bills payable in 30 days.

Standard 15% agency commission will be paid to recognized agencies when payment is received in 30 days; otherwise, net terms apply. This applies to insertion charges only. Accounts not paid within 30 days incur a past-due service charge of 1½% per month.

If agency does not make appropriate payment to publication, advertiser is financially responsible for insertion.

In the event that collection proceedings are taken, advertiser and agency are responsible for all costs thereof.

**Issue and closing dates**
Irrigation & Green Industry is published 10 times per year. The closing date is the 1st day of the month preceding publication date. Ad materials are due the 7th day of the month preceding publication date.

If fewer insertions are used within one year than specified in the order, then charges will be adjusted in accordance with established rates.

**Graphic services**
Irrigation & Green Industry has an in-house art department. Services from concept to finished materials are available at reasonable rates. Contact your account manager to learn more.

**Print specifications**
- **Publication trim size:** 8.125” × 10.875”
- **Binding:** Saddle stitch
- **Trim marks:** Yes
- **Bleed:** 0.125” outside trim area
- **Resolution:**
  - Color and grayscale images – minimum 300 dpi at 100% of actual size
  - Vector or line art graphics – minimum 600 dpi

**Material requirements**
**Accepted file formats:**
- High-resolution, press-ready PDF (preferred format)
- Illustrator AI or EPS
- InDesign
- Photoshop TIFF or JPEG (flattened)

**File preparation**
- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process. (RGB or LAB color is not allowed. Convert all spot or Pantone colors to process. Remove all unused colors.)
- Include all linked graphics. (All images must be linked correctly and meet our specifications above.)

Irrigation & Green Industry will not be responsible for the reproduction of your ad if the steps listed above have not been followed.

**File submission**
Only send files to be used in your ad. High-resolution files with all fonts and graphics used should be included. Materials are due by the dates listed in this media kit. Publisher reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

**Send advertising materials to:**
Irrigation & Green Industry
Attn: Trisha Klaus
Associate Publisher
trishaklaus@irrigation.org

* If files are larger than 10MB please use WeTransfer.com to submit your artwork.

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**Advertise with us today!**

**TOM SCHOEN**
- tom.schoen@bock-assoc.com
- 952.905.3214

**For Classified ads:** Contact Andreina Orozco at andreinaorozco@irrigation.org.

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**Looking for more?** Contact the Irrigation Association for information on additional marketing opportunities.

**STEPHANIE CLARK** | Business Development Director
- stephanieclark@irrigation.org | 703.472.5810

**JANIE HAKIM** | Membership and Advertising Manager
- janiehakim@irrigation.org | 703.536.7080

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Visit our website at **www.igin.com**.