NEW!
60,000+ print subscribers per issue

EXPLORE THE OPPORTUNITIES — PRINT, DIGITAL, ONLINE

2021 MEDIA PLANNER
Opportunities grow when you partner with Irrigation & Green Industry

NEW

60,000+ subscribers
10 issues per year

2020 may have brought our industry and world unmatched obstacles, but Irrigation & Green Industry has responded to these challenges by keeping readers engaged with cutting-edge, relevant content and providing new and unique opportunities for advertisers. Read about our new contests, top 25 lists and more coming in 2021!

We have also listened to what you have to say and have better aligned our pricing structure to adjust to today’s market, bringing you more value for your marketing budget in 2021. We still offer the same great, unique content that readers look forward to with each issue, while providing you more ways to extend your reach in the industry.

Irrigation & Green Industry – an official publication of the Irrigation Association

Is your audience listening?

Your target audience is reading Irrigation & Green Industry. Let us help you connect with them. Green industry decision-makers turn to our magazine because it provides essential and relevant information on today’s issues impacting the industry.

Our subscribers are presidents, owners, partners, operating management, supervisors, department heads and sales managers — those making purchasing decisions for their company. Of our readers, 69% work in the residential market, 63% work in the commercial market and 63% are involved in the municipal/parks/sports field market.

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

### PRIMARY BUSINESS**

<table>
<thead>
<tr>
<th>Business</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape Contractor (includes Lawn Maintenance Company and Irrigation Contractor/Consultant)</td>
<td>47,448</td>
</tr>
<tr>
<td>Landscape Architect/Designer, Consultant</td>
<td>4,637</td>
</tr>
<tr>
<td>Distributor/Dealer</td>
<td>2,574</td>
</tr>
<tr>
<td>Others Allied to the Field</td>
<td>5,984</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>60,643</td>
</tr>
</tbody>
</table>

### PRIMARY JOB RESPONSIBILITY**

<table>
<thead>
<tr>
<th>Job Responsibility</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive (Owner, Partner, CEO, President, General Manager)</td>
<td>39,349</td>
</tr>
<tr>
<td>Manager/Supervisor (Architect, Director, Superintendent, Foreman, Landscape Grounds Manager, Consultant)</td>
<td>10,860</td>
</tr>
<tr>
<td>Service Crew Member</td>
<td>585</td>
</tr>
<tr>
<td>Specialist (Arborist, Agronomist, Forester, Horticulturist, Instructor, Water Manager, Researcher, Engineer)</td>
<td>967</td>
</tr>
<tr>
<td>Sales/Marketing/PR/Advertising</td>
<td>1,013</td>
</tr>
<tr>
<td>Other Titled/Non-Titled Personnel</td>
<td>7,869</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>60,643</td>
</tr>
</tbody>
</table>

### GEOGRAPHIC BREAKOUT**

<table>
<thead>
<tr>
<th>Region</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>3,496</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>6,680</td>
</tr>
<tr>
<td>East North Central</td>
<td>9,611</td>
</tr>
<tr>
<td>West North Central</td>
<td>5,006</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>12,208</td>
</tr>
<tr>
<td>East South Central</td>
<td>2,489</td>
</tr>
<tr>
<td>West South Central</td>
<td>5,520</td>
</tr>
<tr>
<td>Mountain</td>
<td>5,212</td>
</tr>
<tr>
<td>Pacific</td>
<td>10,421</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>60,643</td>
</tr>
</tbody>
</table>

*Publisher’s Sworn Statement – October 2020

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*2018 IGIN mower and power equipment surveys, 2019 lawn care/chemical survey, and 2020 reader and Industry Outlook surveys

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Visit our website at [www.igin.com](http://www.igin.com).
2021 editorial calendar

DECEMBER/JANUARY
INDUSTRY OUTLOOK
• 2021 Green Industry Outlook
• Trucks
• Irrigation: Installation
• Hardscaping
Sponsorship Bonus: Industry Outlook

FEBRUARY
BUSINESS BMPs
• Employee recruitment
• Irrigation: Wireless
• Electric equipment
• Zero-turn and standing mowers comparison charts
Advertise Bonus: Profile pages

MARCH
LANDSCAPE DESIGN
• Outdoor living trends
• Irrigation: Pumps and valves
• Sustainable landscaping
• Summer weed control and chemical applications

APRIL
LAWN CARE
• Lawn maintenance best practices
• Pest prevention
• Soil health
• Irrigation: Sprinklers comparison charts

MAY/JUNE
CUSTOMER SERVICE
• Client communication
• Equipment maintenance
• Irrigation: Drip
• Case study: Landscape
Sponsorship Bonus: Changing the Landscape Award (Landscape)

JULY
SMART IRRIGATION
• Smart irrigation impact
• Autumn weed control
• Case study: Irrigation
• Irrigation: Controller comparison charts
Sponsorship Bonus: Changing the Landscape Award (Irrigation)

AUGUST
OUTDOOR LIGHTING
• Landscape lighting trends
• Trenchers
• Irrigation: Dealer and distributor relationships
• Case study: Lighting
Sponsorship Bonus: Changing the Landscape Award (Lighting)

SEPTEMBER
TOP 25 LISTS
• Top 25 Irrigation
• Top 25 Lighting
• Irrigation: Winterizing
• Fleet/equipment management
• Holiday lighting
Sponsorship Bonus: Top 25 lists
Bonus Distribution: WaterSmart Innovations, Oct. 6-7, Las Vegas

OCTOBER
EQUIPMENT TRENDS
• New equipment technologies
• Irrigation: Maintenance
• Smart landscaping
• Snow removal
Advertise Bonus: Profile pages
Bonus Distribution: GIE+Expo, Oct. 20-22, Louisville, Kentucky

NOVEMBER
WINTER PLANNING
• Expansion planning
• Job management software
• Irrigation: Certification
• Mini skid steer and compact loader comparison charts
Bonus Distribution: Irrigation Show & Education Week, Dec. 6-10, San Diego

In every issue: Close-up profile • Market watch • Green business brief • Business to business • Product spotlight • Marketing, business and lighting columns • Associations in action

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

More than 90% of Irrigation & Green Industry readers rely on our features for irrigation insights and education.
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.

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Get the most out of your advertising with specials like profile page opportunities in February and October.

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**MEET THE FX1000V EFI**

“**This engine comes in at an outstanding 38.5 SAE Certified Horsepower,** giving landscape pros all the power they need while also boosting their fuel economy.”

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.
NEW! One-of-a-kind sponsorships

*Irrigation & Green Industry*’s brand-new sponsorship opportunities give you the ideal venue to set your brand apart from the competition and position yourself as a leader in the industry. Take your pick from these unique special sections to be included in 2021.

Changing the Landscape awards

These awards recognize exceptional work and impressive projects by professionals across three categories: Landscape, Irrigation and Lighting. Each category is an opportunity to connect your brand with contractors and designers who excel in their field.

Top 25 Irrigation & Top 25 Lighting Lists *(SOLD)*

These lists track the top 25 contractor and design companies by earned revenue in their respective market segments, helping landscape and irrigation professionals benchmark their business. Sponsoring a segment will make sure contractors are thinking of your company as they aim higher on the charts.

Comparison chart package

Product comparison charts are an exclusive to *Irrigation & Green Industry* — no other industry publication collects and publishes specifications for some of the most important equipment for landscape professionals. Each sponsorship is an opportunity to make your newest products stand out from the rest.

- Zero-turn and standing mowers – February *(SOLD)*
- Sprinklers – April
- Controllers – July
- Mini skid-steer and compact loaders – November *(SOLD)*

Industry Outlook report *(SOLD)*

Our annual Industry Outlook report helps landscape and irrigation professionals measure their growth and follow trends. Your sponsorship will show contractors your support of the industry after a challenging year and put you in front while they’re planning for success in 2021.

Sponsored series

Some topics are too big for a single feature. A sponsored series provides up to three short articles with industry insights and reporting on subjects such as safety, employee recruitment or job management software. Your sponsorship shows contractors your support on the issues they deal with daily.

Industry surveys

Our short surveys provide additional insight into some of the most important topics to our readers and are reported alongside related features in the print edition. Your sponsorship shows your support of important research and provides an opportunity to include a branded question.

- Chemical application – March
- Equipment maintenance – May/June
- Landscape lighting services – August
- Job management software – October

**Sign up today!** Contact Stephanie Clark at stephanieclark@igin.com or 703.472.5810.
Get noticed online

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

Rates

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>Pixels</th>
<th>1x</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>640 × 480</td>
<td>$2,050</td>
<td>Weekly</td>
</tr>
<tr>
<td>Wallpaper (2 ads)</td>
<td>600 × 1100 (each ad)</td>
<td>$1,765</td>
<td>Weekly</td>
</tr>
<tr>
<td>Super leaderboard</td>
<td>970 × 90</td>
<td>$1,800</td>
<td>Monthly</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 × 90</td>
<td>$1,500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Large skyscraper</td>
<td>300 × 600</td>
<td>$1,250</td>
<td>Monthly</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 × 250</td>
<td>$880</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion</td>
<td>728 × 90</td>
<td>$1,500</td>
<td>Monthly</td>
</tr>
<tr>
<td>Adhesion – mobile</td>
<td>320 × 50</td>
<td>$750</td>
<td>Monthly</td>
</tr>
<tr>
<td>Sponsored content</td>
<td>n/a</td>
<td>$800</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

1 Four ads rotate within one position each month.
2 Four ads rotate within two positions each month.
3 Four ads rotate within three positions each month.
4 Adhesion ads float to the foot.
5 Advertiser provides title, 436 × 250 image, 175-character summary and URL link.

THERE’S MORE!

Programmatic advertising

According to Match2One.com, in 2018 over 80% of digital display marketing in the U.S. was done via programmatic advertising. **First-party data-driven programmatic advertising** refers to buying, selling or placing ads through an automated process. This enables companies to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Reach landscape, irrigation and maintenance contractors where they are online. Contact your IGIN sales rep to find out more.

Deadlines: Materials are due 5 business days prior to the run month or run week. Provide JPEG or GIF file along with linking instructions.
Newsletters go the distance
Reach 16,000+ green industry contractors through our digital offerings

Irrigation & Green Industry newsletter
The Irrigation & Green Industry newsletter provides 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.

Cost: See Rates table
Open rate: 26.9%*

Product Roundup
The Product Roundup newsletter is the ideal outlet to promote new products. Produced four times a year, it’s your direct connection to potential customers.
You provide a 800 × 532 product image, 50-word description and a link to your product webpage.

Cost: $590, 10 spots available
Open rate: 25.0%*

Custom emails
Our sales, creative and editorial staff can work with you to design an email campaign that is customized to your needs. We’ll distribute it to our subscriber database as a sponsored newsletter.

Cost: Contact sales rep
Open rate: 21.6%*

Distribution Materials Due
February 18 February 11
May 20 May 13
August 19 August 12
November 18 November 11

Rates

<table>
<thead>
<tr>
<th>WEEKLY NEWSLETTER</th>
<th>Pixels</th>
<th>1x</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle – top</td>
<td>300 × 250</td>
<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>
</tr>
</tbody>
</table>

IA EVENTS NEWSLETTER

<table>
<thead>
<tr>
<th></th>
<th>Pixels</th>
<th>1x</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horizontal</td>
<td>650 × 125</td>
<td>$1,050</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

* Advertiser provides title, 125-character summary and URL link.

Want more?
Reach out to irrigation professionals.

IA Events newsletter
Expand your reach! The new IA Events newsletter is the Irrigation Association’s monthly update that carries IA event information to nearly 27,000 landscape and agriculture irrigation professionals.

Cost: See Rates table | Open rate: 25.9%

*Publisher’s own data, averages Jan.-June 2020
**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 sizing 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 planner. 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.

---

**Contact us today!**

**Central U.S.**

**TOM SCHOEN**

- **Email:** tom.schoen@bock-assoc.com
- **Phone:** 952.905.3214

**East, West & International**

**STEPHANIE CLARK**

- **Email:** stephanieclark@igin.com
- **Phone:** 703.472.5810

**JANIE HAKIM**

- **Email:** janiehakim@igin.com
- **Phone:** 703.536.7080

For Classified ads: Contact Andreina Orozco at andreinaorozco@igin.com.

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Visit our website at [www.igin.com](http://www.igin.com).