



BSLA *Fieldbooks* are met with great enthusiasm by Landscape Architects throughout Massachusetts and Maine, as well as by architects, suppliers, developers, engineering firms, and municipalities.

The fall 2016 edition will again profile the BSLA Award winning projects (29 this year) and new Fellows from BSLA. The editorial theme is Parks. In addition to copies mailed to all members and a select list of allied professionals, issues are distributed at ABX and the Boston Flower Show , and high-end retail outlets, providing a wide distribution to clients and members.

The spring edition is more oriented to information for members. It is slightly smaller in page count and print quantity. Spring 2016 will profile allied organizations and like-minded groups.

Issues are available online and publically available.
Bit.ly/BSLAFieldbookArchive

Advertising Options

| | Combo | Fall Issue Only | Spring Issue Only |
|--------------------|---------------|-----------------|-------------------|
| Back Cover | \$4500 | \$3500 | \$2500 |
| Inside Front Cover | \$4000 | \$3000 | \$2000 |
| Inside Back Cover | \$4000 | \$3000 | \$2000 |
| Full Page | \$2700 | \$1700 | \$1300 |
| Half Page | \$1350 | \$850 | \$650 |
| Quarter Page | Not available | \$550 | Not available |

Of Note

- Fall 2014 was 120 pages and 3500 copies were printed
- The 2015 spring issue was 80 pages and 1500 copies were printed
- Fall 2015 was 144 pages and 3000 copies were printed

For the combo purchase (a spring and a fall issue)

- Art work can be the same or different
- Payment will be the full seasonal fee for the first issue and the balance of the combo fee for the second issue
- Fee payment required prior to printing
- All issues can be found online.



For more information, samples of a past BSLA *Fieldbook* , or to reserve space, contact [Vicki Carr](mailto:VickiCarr@BSLANow.org)
BSLA Chapter Office
ChapterOffice@BSLANow.org



Full Year Partner Sponsor

AVAILABLE

- Prominent display of appreciation in print and online throughout year
- \$5000, of which \$1500 can be applied to specific opportunities
- O'Brien & Sons, OmniLite, UniLock, Boston Light Source, Reflex Lighting, Victor Stanley, DuMor, Longshadow Planters

2 per Year BSLA Fieldbook

- Quality print publication; high retention; online archive
- Broad print and online readership.
- Choice of spring and/or fall
- Covers, full and half pages available; (quarter pages in fall only).

Monthly BSLA / Now

- Prominent display ad, linked to your website in monthly digital outreach
- Distributed to 1000+ with high open rate (twice national average)
- Limited ads per issue
- \$200 per issue; repeat discounts available

Other Opportunities

- Sponsor a bus trip or garden tour
- Host an event at your site
- Make a donation to the Scholarship Fund
- Educational programs - Solo sponsorships: \$750, Eastern MA; \$600 Maine and Western MA
- More ideas? Contact Vicki Carr at ChapterOffice@BSLANow.org

EP Sponsor Full Year

RESERVED

- Prominent display of appreciation in print and online for all Emerging Professionals events
- \$2000 (full year)
- Landscape Forms

BSLA Conference

LIMITED

- April 11, 2016, Hyatt Downtown Boston
- Full day exhibit table
- Workshops opportunity (limited)
- Prominent display of appreciation in print and online
- One primary collaborator: Victor Stanley, Inc.

Social Events

Holiday Party - December 10, 2015

- Appreciation noted and website link in outreach about program
- \$400 (limited availability)

Celebration Gala - May 5, 2016

- Appreciation noted and website link in outreach about program
- Multiple sponsorships available
- Sign up now for 2016!

Open House - September 22, 2016

- Appreciation noted and website link in outreach about program

RESERVED

