

**Michigan Chapter  
American Society of Landscape Architects**

# SITES

## The Quarterly News Journal of the Michigan Chapter of ASLA

Welcome to our fourth year and the re-launch of SITES! Each quarter, SITES captures and promotes the finest landscape architecture work in Michigan and spotlights trends and products and services. In addition, you'll receive chapter news and a quarterly calendar of upcoming events.

When you advertise in SITES, your message reaches over 600 registered landscape architects in Michigan and 1,200-plus prospective clients for your products and services, including allied professionals such as architects, engineers, surveyors and developers as well as municipalities, counties, planners, parks and recreation professionals, state and local legislators, and private sector companies. Nowhere else do you have the opportunity to efficiently target your message to your potential clients in Michigan.

### 2010 Editorial Calendar

	Feature
<b>Spring</b>	Gardens and Arboreta
<b>Summer</b>	2009 Chapter Awards
<b>Fall</b>	Sustainable Sites Initiative
<b>Winter</b>	2010 Chapter Awards

\*Issue topics subject to change. We will contact committed advertisers and transfer ads to future issues if desired.

### 2010 Advertising Rates -- Black and White only

Ad Size	Width	Height	Rate
Full Page	8-1/2"	5-1/2"	\$400
1/2 Vertical	4-1/4"	5-1/2"	\$250
1/4 Horizontal	4-1/4"	2-3/4"	\$125

\*\*\*New Rates for 2010!

### Mechanical Requirements

Provide a press ready (hi-res, minimum 300 dpi) grayscale PDF with fonts embedded on a CD or by e-mail, and include a proof of your ad.

Submit advertising materials to: Michigan ASLA SITES Advertising  
1000 W. St. Joseph Hwy., Suite 200, Lansing MI, 48901  
Phone: (517) 485-4116 Fax: (517) 485-9408 E-Mail: [SITESpublications@michiganasla.org](mailto:SITESpublications@michiganasla.org)

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## 2010 Advertising Space Reservation Contract

Company \_\_\_\_\_

Address \_\_\_\_\_

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Contact \_\_\_\_\_ Authorized signature \_\_\_\_\_

### Space Reservation

Select	Ad Size*			Publication	Space Reservation	Materials Due
_____	F	H	Q	Spring issue	March 5	March 12
_____	F	H	Q	Summer issue	June 4	June 11
_____	F	H	Q	Fall issue	September 10	September 17
_____	F	H	Q	Winter issue	December 3	December 10

\*Please Circle One (F) Full Size, (H) Half-Size, (Q) Quarter-size

#### Please check one:

- \_\_\_\_\_ Advertising material is enclosed.  
\_\_\_\_\_ Advertising materials will be sent later. *Materials must be received on or before submission deadline or ad will run in the next issue.*  
\_\_\_\_\_ Use current/most recent advertisement.

### Complete and return this form to:

Michigan Chapter ASLA  
1000 West St. Joseph Hwy, Suite 200  
P.O. Box 15339  
Lansing MI 48901-5339

**Payment Options:** Payment in full must be received with your order. If you have purchased a multiple-ad contract, you may include payment for first ad only. We will invoice you separately for each additional ad; however payment must be received before ad will run.

\_\_\_\_\_ **Check enclosed** Make payable to "Michigan Chapter ASLA"  
\_\_\_\_\_ **Credit Card** \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express

Card Number \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized signature \_\_\_\_\_ Today's date \_\_\_\_\_

Questions? Contact Michigan ASLA SITES Advertising  
Phone: (517) 485-4116 Fax: (517) 485-9408 E-Mail: SITESpublications@michiganasla.org