

**Michigan Chapter  
American Society of Landscape Architects**

# SITES

**The Quarterly News Journal of the Michigan Chapter—ASLA**

Welcome to SITES. Each quarter, SITES will capture and promote the finest landscape architecture work in Michigan and spotlight trends and products and services. In addition, you will receive timely chapter news and a calendar and coverage of events.

When you advertise in SITES, your message will reach 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, developers, municipalities, counties, planners, parks and recreation professionals, state and local legislators, and private sector companies. Nowhere else do you have the opportunity to so efficiently target your message to your potential clients in Michigan.

## 2008 Editorial Calendar

	Feature	Trend	Element
<b>Spring</b>	Urban Design	Historic Preservation and Renovation	Fences, Gates and Walls
<b>Summer</b>	Parks and Recreation	Park and Trail Systems/Greenways	Lighting
<b>Fall</b>	Community Master Plans	Sustainability	Green Roofs
<b>Winter</b>	Gardens and Arboreta	Healthcare/Therapeutic Gardens	Sculpture

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

## 2008 Advertising Rates -- Black and White only

Ad Size	Width	Height	Rate
Full Page	8-1/2"	5-1/2"	\$775
1/2 Vertical	4-1/4"	5-1/2"	\$475
1/4 Horizontal	4-1/4"	2-3/4"	\$300

Discount for three-issue commitment – 5%    Discount for four-issue commitment – 10%

## Mechanical Requirements

Provide a press ready 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 Advertising Executive  
Beverly Nykiel \* 630.963.5897 \* (fax) 630.963.5867 \* [bnykiel@yahoo.com](mailto:bnykiel@yahoo.com)

rev. 2/25/08

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## 2008 Advertising Space Reservation Contract

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

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

### Space Reservation

Select	Publication	Space Reservation	Materials Due
_____	Spring issue	March 26	April 7
_____	Summer issue	June 4	June 13
_____	Fall issue	September 3	September 12
_____	Winter issue	December 9	December 16

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.

\_\_\_\_\_ **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 Advertising Executive:

Beverly Nykiel \* 630.963.5897 \* (fax) 630.963.5867 \* [bnykiel@yahoo.com](mailto:bnykiel@yahoo.com)

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