

## Looking for sales leads? Build your brand by advertising in ASLA Connecticut's e-newsletter.

Connecticut ASLA communicates with over 350 landscape architects, allied professionals, and other specification decision-makers on a bi-weekly basis through its chapter newsletter. This emailed message — which includes chapter news, links to continuing education opportunities, and other helpful resources — provides an important source of information trusted by practitioners in Connecticut and the region. Becoming a newsletter sponsor is an effective way to build your brand recognition and increase sales opportunities.



*Click to Download sample issue!*

ADVERTISING OPTIONS	Monthly	Quarterly 3 months	Half Year 6 Months	Full Year 12 Months
Rate (select one)	<input type="checkbox"/> \$175	<input type="checkbox"/> \$450	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,400
# of Insertions	2x	6x	12x	24x

- Sponsors will be offered a 500 X 300 pixel area for their ad or image (i.e., logo or product promotion); note: artwork will appear in two-column format (as in above image) for desktop readers, but will fill horizontal space for readers who view their email on smartphones.
- Artwork will be linked to the sponsor's preferred URL, allowing readers to click through to your home page, designated website, or email address.
- Artwork may be updated once a month for longer-term insertions.
- Insertion order is based on number of runs, not calendar month (newsletter published approximately every other week); insertions will begin in next available issue and will run in subsequent consecutive issues (no "leapfrogging").
- Space is limited (maximum 8 sponsor ads in any given edition, with a waiting list formed if necessary).
- Insertion orders must be paid in advance by check or credit card (please request a digital invoice).
- CTASLA.org home page sponsors enjoy a 10% discount.
- Submit contract, digital artwork, and inquiries to: Jeff Mills • [publishing@ctasla.org](mailto:publishing@ctasla.org) • (860) 454-8922.

### ADVERTISING CONTRACT:

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Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Request digital invoice for credit card payment; or make checks payable to "CTASLA" and mail to:

ASLA Connecticut  
 P.O. Box 209197  
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