

Landscape **CONTRACTOR**

DESIGN • BUILD • MAINTAIN

Equipping Landscape
Professionals for Success
www.LandscapeOnline.com

Announcing the **2012 Buyer's Guide**



Reach Key Decision Makers with the
#1 PRODUCT RESOURCE
for Landscape Contractors Nationwide!

LCDBM Buyer's Guide.

***Reaching 60,000 Landscape Business Owners and Professionals**

► 2011 Buyer's Guide

Attention LandscapeOnline.com readers... Click on the links to go directly to each advertiser's website.

Equipment

www.husqvarna.com

www.vertrac.com

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JOHN DEERE

www.johndeere.com

www.ryantrac.com

www.skidsteersolutions.com

www.landpride.com

www.ragbytrac.com

www.snowbear.com

Small Engine Parts & Supplies

JACKS SMALL ENGINES

We are an online distributor of small engine parts as well as power equipment like pressure washers, blowers, leaf blowers, generators, and more. We offer business and commercial savings of up to 10%.

(877) 737-2787

www.jacksengines.com

See Ad on page 34

Information Request # 9230

Prepave Fuel

METRO LAWN

Prepave Fuel Programs to support the Lawn and Garden Industry to GO GREEN and SAVE GREEN! Our support includes our 450+ locations, Fueling Incentives which includes all needed special equipment, safety, technical and Fuel System Support.

(865) 850-2277

www.prepavefuel.com

Information Request # 9230

Personal Protective / Safety Equipment

WELLS LAMONT

Wells Lamont provides a wide assortment of heavy duty work gloves for landscaping, training, work, truck, parking, planning, pruning, maintenance, and general all purpose use. Available at national retailers from coast to coast.

(800) 323-2830

www.wells-lamont.com

See Ad on page 29

Information Request # 9230

Tire Changes

See Ad on page 32

Hazardous Materials Storage

U.S. CHEMICAL STORAGE

(800) 233-1480

www.uschemicalstorage.com

See Ad on page 34

Information Request # 9230

Track / Entry Ladders

TAILGATE MASTER TRUCK STEPS

(724) 348-8550

www.tailgatemaster.com

See Ad on page 35

Information Request # 9237

From our seat,
no job is impossible.

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Compact Utility Tractors

The hardest working tractors you can find are also the easiest to work with. Over 600 hard-working attachments and accessories are available on our 4000 and 5000 Compact Utility Tractors. And, for a short time, you can get a savings bonus on implements! AND 0% financing. So see your local John Deere dealer about the most versatile workhorse you'll ever have on your jobsite.

Accept Nothing Less

See 4000-5000 in a 2011 John Deere Compact Utility Tractor, with optional lift kit, on page 36. John Deere is a leader in compact utility tractors. With over 600 hard-working attachments and accessories, our 4000 and 5000 Compact Utility Tractors are the most versatile workhorses you'll ever have on your jobsite. And, for a short time, you can get a savings bonus on implements! AND 0% financing. So see your local John Deere dealer about the most versatile workhorse you'll ever have on your jobsite.

JOHN DEERE

\$4000.00
IMPLEMENT BONUS*
AND 0% FINANCING
AVAILABLE

www.johndeere.com/Commercial

Information Request # 9236

- 1 With every ad placed you receive a **Free full-color 1/8 page “Lead Generator”** product profile.
- 2 Each Lead Generator includes: A **Full Color Graphic**, A **Product Profile**, Your **Phone Number**, Your **Web Address**, with an online link and a **reference** to *“See your ad(s) on page . . .”*
- 3 All Lead Generators are **placed by Product Category** and easily referenced in each section’s Table of Contents.
- 4 **Want to add a second category or photo to the Guide? No Problem!** Just ask your sales rep for special multiple lead generator packages.
- 5 **All ads are placed in size order in each product category.** Full pages first, then half pages, etc. Full page ads are always placed on the right-hand side, opposite a full page of editorial content. Ask your sales rep for details.
- 6 Every **Full Page Advertiser also** receives their logo at the top of their section.

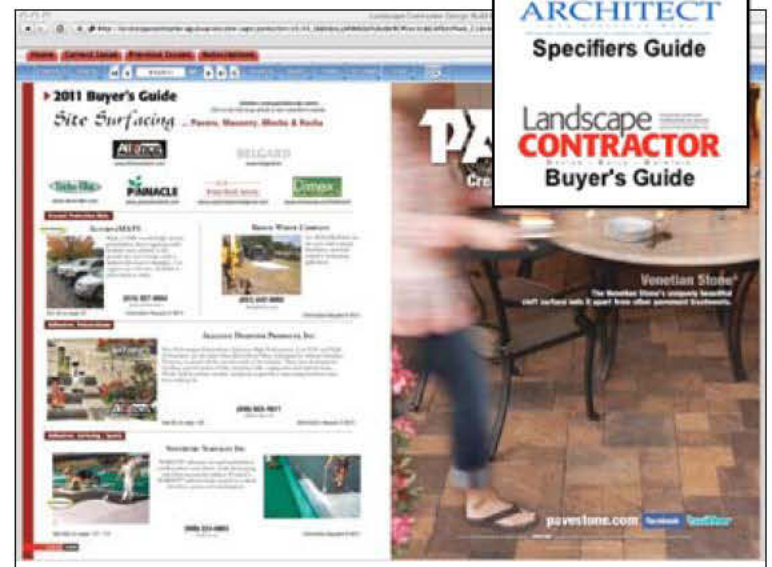
LCDBM Buyer's Guide packages are comprehensive, integrated marketing programs that include several Value-Added Benefits.

Full Color Lead Generators



Every Ad in the Annual Buyer's Guide comes with a separate 1/8 page Lead Generator in the category of your choice!

A Full Year of Exposure at LandscapeOnline.com



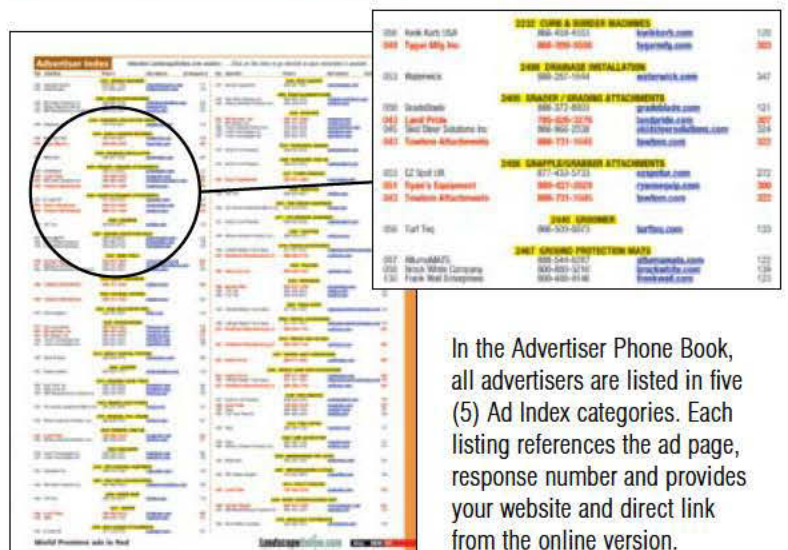
For an entire year, the complete LCDBM Buyer's Guide is prominently displayed and easily accessed on LandscapeOnline.com's homepage. Every Ad and Lead Generator is viewable and searchable in the digital magazine and your online profile.

Online Product Search



Your lead generator product photo(s) is uploaded to LandscapeOnline.com and fully searchable for as long as you offer that product(s).

Five (5) Ad Index Listings Per Ad



In the Advertiser Phone Book, all advertisers are listed in five (5) Ad Index categories. Each listing references the ad page, response number and provides your website and direct link from the online version.

Generates Sales Leads in 21 Different Ways!

Reserve Your Space Now! Call (714) 979-5276 x113

Total Distribution: 55,500
Total Readership: 180,000+



or

LCDBM@LandscapeOnline.com

	Branding	Product Profiles	Marketshare Continued Presence	E-Newsletter	LandscapeOnline.com	Lead Generation	Summary	
1.)	\$495.00	1X - LG			1 Month Vendor Profile	Leads from 1 Issue	Exposure and Leads from Buyer's Guide for One Full Year Linked Vendor Profile for One Month at LandscapeOnline.com	
2.)	\$795.00	1X Quarter Page	1X - LG		1 Month Vendor Profile	Leads from 1 Issue	Exposure and Leads from Buyer's Guide for One Full Year Linked Vendor Profile for One Month at LandscapeOnline.com	
3.)	\$1,295.00	1X Quarter Page	3X - LGs		1 Month Vendor Profile	Leads from 1 Issue	Dominant Exposure and Leads from Buyer's Guide for One Full Year Linked Vendor Profile w/Three Searchable Product Profiles for One Month at LandscapeOnline.com	
4.)	\$1,295.00	1X Half Page	1X - LG		1 Month Vendor Profile	Leads from 1 Issue	Far Forward Ad Placement in Dedicated Product Section Exposure and Leads from Buyer's Guide for One Full Year Linked Vendor Profile for One Month at LandscapeOnline.com	
5.)	\$1,495.00	1X Half Page	3X - LGs		1 Month Vendor Profile	Leads from 1 Issue	Dominant Exposure and Leads from Buyer's Guide for One Full Year Linked Vendor Profile w/Three Searchable Product Profiles for One Month at LandscapeOnline.com	
6.)	\$1,995.00	1X MP Double	1X - LG	5X MP Single + 1X PF	6 Month Vendor Profile	Leads from 6 Issue	Exposure and Leads from Buyer's Guide for One Full Year 1X Marketplace Double in Buyer's Guide 5X Marketplace Single Ads in Consecutive Issues Linked Vendor Profile w/Two Searchable Product Profiles for Six Months at LandscapeOnline.com An Additional Product Release in One of 6 Issues Sales Leads from 6 Issues	
7.)	\$1,995.00	2X Half Page	1X - LG	2X MP Single + 1X PF	4 Month Vendor Profile	Leads from 4 Issue	Exposure and Leads from Buyer's Guide for One Full Year Full Color Half Page Ad in Buyers Guide and 1X Summer Issue of Your Choice Full Color Marketplace Ad in Two Consecutive Spring/Summer Issues Linked Vendor Profile w/Two Searchable Product Profiles for Four Months at LandscapeOnline.com An Additional Product Release in One of 4 Issues Sales Leads from 4 Issues	
8.)	\$1,995.00	1X Half Page	2X - LGs	3X MP Single	2X LO Weekly	4 Month Vendor Profile	Leads from 4 Issue	Dominant Exposure and Leads from Buyer's Guide for One Full Year Full Color Half Page Ad in Buyers Guide 3X MP Singles in Consecutive Issues 2X MP Single in LO Weekly Linked Vendor Profile w/Two Searchable Product Profiles for Four Months at LandscapeOnline.com Sales Leads from 4 Issues
9.)	\$1,995.00	1X Full Page	1X - LG		1 Month Vendor Profile	Leads from 1 Issue	Exposure and Leads from Buyer's Guide for One Full Year Dominant Ad Placement in Front of Dedicated Product Section Linked Vendor Profile for One Month at LandscapeOnline.com	
10.)	\$2,495.00	1X Full Page	3X - LGs	2X MP Single	2X LO Weekly	3 Month Vendor Profile	Leads from 3 Issue	Dominant Exposure and Leads from Buyer's Guide for One Full Year Dominant Ad Placement in Front of Dedicated Product Section 2X MP Singles in Consecutive Issues 2X MP Single in LO Weekly Linked Vendor Profile w/Three Searchable Product Profiles for Three Months at LandscapeOnline.com Sales Leads from 3 Issues
11.)	\$2,995.00	3X Half Page Ads	1X - LG	3X MP Single + 1X PF	2X LO Weekly	6 Month Vendor Profile	Leads from 6 Issue	Exposure and Leads from Buyer's Guide for One Full Year Full Color Half Page Ad in Buyers Guide and 2X Summer Issues of Your Choice Full Color Marketplace Ad in Three Consecutive Spring/Summer Issues 2X MP Single in LO Weekly Linked Vendor Profile w/Two Searchable Product Profiles for Six Months at LandscapeOnline.com An Additional Product Release in One of 6 Issues Sales Leads from 6 Issues

	Branding	Product Profiles	Marketshare Continued Presence	E-Newsletter	LandscapeOnline.com	Lead Generation	Summary
12.)	\$3,495.00	3X Half Page Ads	3X - LG	3X MP Single + 1X PF	2X LO Weekly	6 Month Vendor Profile	Leads from 6 Issue
							Exposure and Leads from Buyer's Guide for One Full Year Full Color Half Page Ad in Buyers Guide and 2X Summer Issues of Your Choice Full Color Marketplace Ad in Three Spring/Summer Issues 2X MP Singles in Consecutive Issues Linked Vendor Profile w/Four Searchable Product Profiles for Six Months at LandscapeOnline.com An Additional Product Release in One of 6 Issues Sales Leads from 6 Issues
13.)	\$3,495.00	1X Full Page Ad	2X - LGs	2X MP Doubles	2X LO Weekly	3 Month Vendor Profile 3 Month Banner	Leads from 3 Issue
							Dominant Exposure and Leads from Buyer's Guide for One Full Year Dominant Ad Placement in Front of Dedicated Product Section 2X MP Doubles in Consecutive Issues 2X MP Doubles in LO Weekly 3X Months MP Double Banner in Dedicated Product Section at LandscapeOnline.com Linked Vendor Profile w/Two Searchable Product Profiles for Three Months at LandscapeOnline.com Sales Leads from 3 Issues
14.)	\$3,995.00	2X Full Page Ads	2X - LGs	2X MP Doubles		3 Month Vendor Profile	Leads from 3 Issue
							Dominant Exposure and Leads from Buyer's Guide for One Full Year Dominant Ad Placement in Front of Dedicated Product Section 2X Full Page Spread or Individual Ads Linked Vendor Profile w/Two Searchable Product Profiles for Three Months at LandscapeOnline.com Sales Leads from 3 Issues

Already in the GUIDES? ENHANCE BRAND PRESENCE or ADD MORE CATEGORIES.

Lead Generator Profiles in Additional Categories

Additional Display Ads

15.)	\$295.00	1X - LG	18.) Full Page	\$1,995.00
16.)	\$495.00	2X - LG	19.) Half Page	\$1,095.00
17.)	\$595.00	3X - LG	20.) Quarter Page	\$595.00

E-Blasts

21.)	\$595.00	Up to 7,500 Addresses
22.)	\$995.00	Up to 15,000 Addresses
23.)	\$1,595.00	Up to 30,000 Addresses
24.)	\$2,195.00	Up to 50,000 Addresses

Lead Generator Sample (LG): 1/8th Page with Product Image & 35 Word Description in a Specific Product Category.

Turf Reinforcement: Grids/Concrete

SOIL RETENTION



DRIVABLE GRASS® is permeable, flexible and plantable concrete pavement system that offers a simple and reliable solution to storm water management through bio-filtration, infiltration, and storage while not losing valuable site area.

(800) 346-7995
soilretention.com

See Ad on page 242 Information Request # 9468

Sample of page w/ Lead Generators

2011 Specifier's Guide / *Hardscape*

Turf Reinforcement: Grids



INVISIBLE STRUCTURES

Grouped, a beautiful way to maintain your parking lots, driveways, access roads, and walkways. Grouped is custom-made to fit your needs and provides a smart choice for your business and your wallet.

(800) 233-1510
www.invisiblestructures.com

See Ad on page 245, 249 Information Request # 9460

BORRINGTONS INC.

Int'l Pav'g® is a paving grid that allows you to install a concrete surface, while allowing heavy weight vehicles. The vehicle grids allow full natural drainage infiltration.

(877) 942-9929
Int'l Pav'g Inc.

See Ad on page 275, 276 Information Request # 9461

PERMA TONE, INC.

Perma-tone® is a 4-sided interlocking panel designed for parking and road and ground reinforcement. Never change the color, texture, drainage, parking, etc. again.

(800) 498-4116
www.permatone.com

See Ad on page 197 Information Request # 9462

PERISTO PRODUCTS COMPANY

Peristone's concrete pavement system is called the GEO-PAVE® system. It is a concrete designed to control aggregate spillage and is ideal for long-term maintenance. The GEO-PAVE® system is an economical solution.

(800) 548-3424
www.peristone.com

See Ad on page 201 Information Request # 9467

Turf Reinforcement: Grids/Concrete

SOIL RETENTION



DRIVABLE GRASS® is permeable, flexible and plantable concrete pavement system that offers a simple and reliable solution to storm water management through bio-filtration, infiltration, and storage while not losing valuable site area.

(800) 346-7995
soilretention.com

See Ad on page 242 Information Request # 9468

226 Landscape Architecture and Specifier News

YES - I would like to sign-up for the following PRODUCT GUIDE packages!

Landscape Architect SPECIFIER'S GUIDE Package Number(s):

Landscape Contractor BUYER'S GUIDE Package Number(s):

Company Name: Contact: Phone: Email: Signature: Date:

RETURN BY FAX TO 714-979-3543

Please expedite orders for production sake. Thank you for your business.