

# LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

THE INDUSTRY TRADE MAGAZINE FOR THE COMMERCIAL LANDSCAPE SPECIFIER NATIONWIDE!

## Announcing the **2012 Specifier's Guide**



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



# Generate more leads, make more sales and increase brand awareness through the LASN Specifier's Guide.

\*Reaching 35,000 Landscape Architects & Commercial Specifiers.

2011 Specifier's Guide

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

**Parks & Rec**

**MIRACLE** **6**  
www.miracle-recreation.com

**PLAYWORLD SYSTEMS**  
www.playworldsystems.com

**Shurlok**  
www.shurlok.com

**LITCHFIELD**  
www.litchfieldindustries.com

**Pinnacle Rubber Mulch**  
www.pinnaclemulch.com

**Marflex**  
www.marflex.com

**Shade Systems**  
www.shadesystems.com

**Greenfields**  
www.greenfields.com

**Hendevon**  
www.hendevon.com

**PARKS**  
www.upparks.com

**GanicTime**  
www.ganic.com

**Hose Bib Protectors**

**STERN-WILLIAMS CO., INC.** **1**  
Model 7000-32 VP Pedestal Hose Bibb is a rough chrome plated compression type with a standard hose end and vacuum breaker, and key operated shroud with hose access. It's available in stainless steel and powder coated metal finishes.  
(913) 362-5635  
sternwilliams.com  
Information Request # 9043  
See Ad on page 78

**Marking Paints**

**STONE RIVER LANDSCAPES**  
TuffKote Recreational Area Marking Paints quickly puts permanent color and unmatched durability where you need it the most. An excellent choice for bike paths, parking lots, walking trails, portion areas.  
(867) 588-4448  
stoneriverlandscapes.com  
See Ad on page 100  
Information Request # 9045

**Outdoor Power Outlets** **3**

**TFI LIGHTING PRODUCTS**  
Rugged outdoor power outlet. Energy Power Post features GFCI outlet, optional audio speaker, optional RJ-45 jack. Rugged design for streetscapes, outdoor vendors, vehicle charge point and much more.  
(712) 792-6443  
energypost.com  
Information Request # 9046  
See Ad on page 189

**Flag Poles**

**L.A. STEELCRAFT**  
Our cone tapered ground set aluminum external halyard flagpoles are precision fabricated from new, 6063-T6 tubing utilizing the industry's most sophisticated, state-of-the-art manufacturing processes.  
(800) 371-2438  
lastercraft.com  
Information Request # 9044  
See Ad on page 94

**Animal-Bear-Proof Trash Receptacles**

**BEARSAVER** **4**  
With over 75 different bear-resistant products to choose from, BearSaver has a solution for every application. BearSaver is the largest supplier of animal-proof trash and recycling enclosures in North America. BearSaver products are proven and tested with large, aggressive animals. BearSaver trash and recycling enclosures are built to endure the toughest conditions imaginable.  
(800) 851-3887  
bearsaver.com  
Information Request # 9042  
See Ad on page 97

## We Are Miracle Workers



Exceptional projects start with exceptional people.

Miracle sales representatives are business owners who live in or near your community. They care as much about your project as you do, because they're your neighbors, your colleagues, your friends. Below are just a few examples of what it means to be a part of Miracle Recreation's exceptional 84-year heritage.



**Mark Boland**  
22 years, Miracle Recreation  
After an F5 tornado destroyed most of Parkersburg, Iowa, Mark helped bring hope back to the community by installing playgrounds in an elementary school and two devastated city parks — one of which was eventually named Miracle Park.



**Cindy Jelcoat** **5**  
10 years, Miracle Recreation  
Cindy recently completed installation of a handicap-accessible play system at a School for Exceptional Children in Mississippi, using funds raised by a teenage girl in honor of her brother, who is a student there.



**Robert Pettinelli**  
17 years, Miracle Recreation  
For years, Robert has been making annual expeditions with "Hands to Honduras," collecting leftover play pieces and shipping it to Honduras, where he then helps install the equipment for children in underprivileged areas.

**MIRACLE**  
RECREATION EQUIPMENT COMPANY

Miracle Workers for the past 84 years. Call to: www.miracle-recreation.com or call 888-458-2752 to contact your local Playground Engineer.  
Information Request # 105

- 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.



# LASN Specifier'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



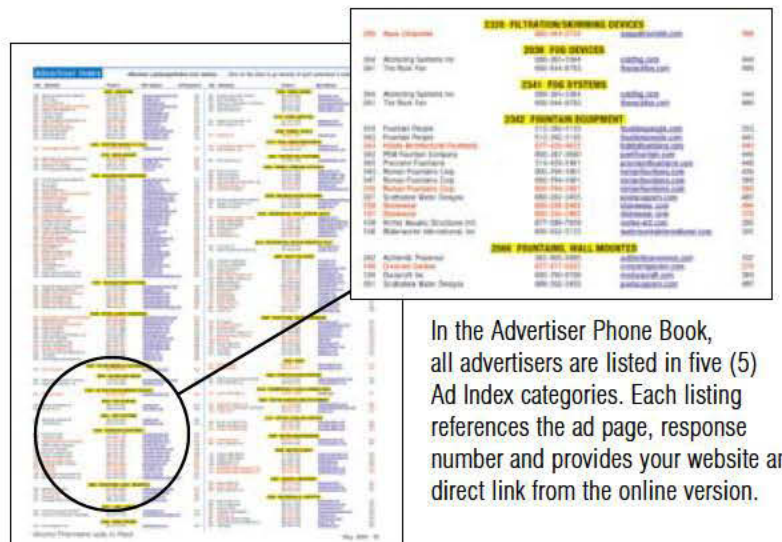
For an entire year, the complete LASN Specifier's Guide is prominently displayed and easily accessed on **LandscapeOnline.com's** homepage. Every Ad and Lead Generator is viewable and searchable in the digital magazine and your online profile.

## 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 33 Different Ways!

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



# LASN's Annual Specifier's Guide

A great opportunity to reach virtually every Licensed Landscape Architect in the nation!

**Total Distribution 35,000**  
**Total Readership 110,000+**



## INCLUDING:

- Landscape Architects
- City and Land Planners
- Parks & Recreation Departments
- Housing Developers
- Resort Developers
- Commercial Developers
- Golf Course Managers
- Amusement Park Managers
- Building and Property Managers
- Land Managers
- and More!

Fully Integrated Media Packages as low as

# \$495

Reserve your space today!

For information Contact:

(714) 979-5176 x113

or

[LASN@LandscapeOnline.com](mailto:LASN@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 &amp; 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 customarily flexible and provides a smart choice for your maintenance and parking lot needs.

**(800) 233-1510**  
www.invisiblestructures.com  
Information Request # 9460

**BORRINGTONS INC.**  
BioPave® is a permeable 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.

**(877) 942-9929**  
www.borringtons.com  
Information Request # 9461

**PERMA TONE, INC.**  
Perma-Tone® is a 4-sided interlocking panel designed for use in parking lots, driveways, access roads, and walkways.

**(800) 498-4116**  
www.permatone.com  
Information Request # 9462

**PERIOT PRODUCTS COMPANY**  
Periot Concrete® permeable concrete system is a concrete designed to control aggregate and filter for long-term water storage. The permeable concrete system is an excellent solution.

**(800) 548-3424**  
www.periot.com  
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  
Information Request # 9468

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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.