ASLA at a Glance

Founded in 1899, the American Society of Landscape Architects (ASLA) is the national professional association representing landscape architecture professionals and students.

The Society’s members provide for the careful stewardship, wise planning, and artful design of our cultural and natural environments. They plan, design, and often build a broad array of projects.

MEMBER PROJECT TYPES

- Academic campuses
- Conservation areas
- Corporate campuses
- Gardens and arboreta
- Green infrastructure
- Historic preservation/restoration
- Hospitality and resorts
- Institutions
- Interior landscapes
- Land planning
- Landscape art
- Monuments
- Parks and recreation
- Reclamation
- Residential
- Security design
- Stormwater management
- Streetscapes and public spaces
- Therapeutic gardens
- Transportation corridors
- Urban design

Top 10 project types on which ASLA members work most frequently

1. Parks and recreation
2. Urban design, streetscapes
3. Planning
4. Residential design
5. Water (ranging from stormwater management to pools and fountains)
6. Commercial/industrial design
7. Transportation
8. Sports facilities
9. Healthcare/therapeutic
10. Hospitality

Source: 2018 LAM Reader’s Survey

Products specified most frequently

1. Plants, soils, planting materials
2. Paving, masonry, and stone
3. Furniture
4. Fences, gates, and walls
5. Water management, drainage, erosion
6. Recreational materials and play equipment
7. Lighting
8. Irrigation
9. Planters, sculptures, garden accessories
10. Lumber, decking, edging
11. Structures
12. Green roofs and living walls
13. Green energy
Corporate Membership

Become an ASLA Corporate Member to reach more than 15,000 landscape architecture professionals worldwide. The program provides executives with networking opportunities, brand exposure through prominent advertising and marketing, and access to members-only professional resources:

- Direct access to 15,000 members and magazine subscribers through use of the ASLA mailing list four times each year ($8,000 value)
- Use of ASLA Corporate Member logo in advertising and marketing materials.
- Recognition at the Landscape Architecture Conference for Corporate Members who exhibit, including acknowledgment in printed materials, special booth signage, and badge ribbons for booth staff.
- Complimentary subscriptions to Landscape Architecture Magazine, LAND, (ASLA’s bi-weekly member e-newsletter), and The Field (ASLA’s Professional Practice Network e-newsletter).
- Timely economic outlook information through the ASLA Business Quarterly.
- Recognition four times each year in a full-page ad in Landscape Architecture Magazine ($60,000+ monthly readers).

ASLA Corporate Members
Currently more than 100 companies contribute to the success of ASLA and the landscape architecture profession. Executives and employees are connecting with ASLA nationally and locally within their local communities.

Acme Chemistries, Inc.
AEI Corporation
Amerex, Inc. Cu-soil Division
Aquamaster Fountains and Aeration
Architectex
Auroralight, Inc.
Blue Sea Environment & Development
Braen Supply Inc.
Brightview
Braen
Butterfield Color, Inc.
Cast Lighting, LLC
Chengping Daoyuan Landscape Co.
Colleyping
Compass Ironworks
Country Casual Trade
Danover / Brown Jordan Outdoor Design
Danze
Device Planter
Demp Landscape
Demcor, Inc.
EJ
emserincorp, LLC
Endicott Clay Products
Fibervuilt Umbrellas, Inc.
Focus Industries, Inc.
Form And Fiber Inc.
Gy Enterprises, Inc.
Gale Pacific USA Inc.
Garden Light LED
Gemun Casual Living
Gorcs Marketing Group, Inc.
Greenline Planters
Greener Innovations, Inc.
Hearn Products Controls
Hexamerica
Hunter Industries
Indiana Limestone Co.
Innovative Base Technologies, Interlocking Concrete Pavement
Intrepid Precast Technologies
Invincible Structures, Inc.
Iron Age Design
Ironsmith, Inc.
Isabella Stewart Gardner Museum
Johnson Seed Company
Kafka Granite, LLC
Kalamazoo Outdoor Gourmet
Keystone Hardscapes
L. M. Scelford
Landscaping Structures, Inc.
Madron/Thomas Steele
Mintmichi Green Express
Moon Valley Nursery
Mycorrhizal Applications, Inc.
National Vinyl Products
Netafim USA
Ninelines Outdoor Lighting
Oasis Landscape Architects & Co.
Ore, Inc.
Orijn Stone
Outdoor Environments Group LLC
Outdoor Great Room Company
Permahide Aluminum Edging
Pine Hall Brick Company, Inc.
PlayCare
Playwell Group Inc.
Playworld Systems, Inc.
Profile Products
Public Outdoor LLC
QCP
Rain Bird Corporation
Rexon Inc.
Roman Fountains
Sod Landscape Architects Ltd.
Shanghai Xian Dai Architecture
Sierra Outdoor Designs
Signature Control Systems, Inc
SiteOne Landscape Supply
Soil Retention Products, Inc.
Solomon Colors
Soprema
Southern Living Plant Collection
Star Roses & Plants
Steel Concepts, LLC
Stemberg Lighting Inc.
Stone Age Creations
Stowfield America LLC
Sub-Zero Group Inc.
Summerhill Landscapes Inc.
Sure-Loc Edging Inc.
Syntex
Texas Disposal Systems
Thorsten Tommasetti
Tresco Incorporated
Tri-State & Building Supply/Va
Unilock
Urbystyle
Vectorworks Landmark Software
Vestre
Victor Stanley
Village Nurseries Wholesale LLC
Vor tex Aquatic Structures
Walpole Outdoors, LLC
Waterplay Solutions Corp.
Watertronics
Wausau Tile, Inc.
Whitaker-Greer
Williams Stone Co. Inc.
ASLA Landscape Architecture Conference

The largest landscape architecture trade show in the world is held annually by ASLA in various cities throughout the United States. The ASLA Landscape Architecture Conference draws more than 6,000 attendees and 350 exhibitors each year. Attendees consistently rate the EXPO as the “most valuable event” at the meeting.

ABOUT ATTENDEES

- 62% of attendees are seasoned professionals with 10 or more years of experience.
- 70% say the ASLA EXPO is the only national tradeshow they will attend each year.
- 83% of attendees say they have purchased products they viewed at the EXPO.

Top categories represented by attendees:

- Landscape Architects/Designers: 40%
- Service/Product Manufacturers: 9%
- Landscape Architecture Students: 5%
- Planners: 3%
- Architects: 1%

Within the Landscape Architects/Designers Category, top practices represented:

- Private Design: 70%
- Design/Build Firm: 10%
- Public Practitioner: 10%
- Educator: 3%
- Corporate/Institutional/Non-Profit: 3%

WHY EXHIBIT?

- 60% of show hours are exclusive with no competing events allowed.
- 79% of exhibitors return each year.
- 95% of exhibitors from the past four years say the EXPO meets or exceeds their goals and expectations.

$5 million to $50 million

Attendees buy $5 million to over $50 million in products each year.

Two thirds

Two thirds of attendees influence or make the final product purchasing decision.

4-6 hours

The average attendee spends 4-6 hours on the EXPO floor.

2019 Exhibitors Receive

- One complimentary full meeting registration and two booth personnel registrations per 10’ x 10’ booth (value $895).
- Complimentary and customizable guest passes so you can personally invite your top customers and prospects to the show ($85 value per pass).
- The official annual meeting logo to use for advertising in print, online, and social media.
- Free mailing lists: pre-registered attendee list 30 days before the show and a final registered attendee list after the show.
- Participation in meetings and special events before and after the show hours to maximize the opportunity to socialize and network with attendees.
- Access to the Exhibitor Lounge, featuring free Internet access and refreshments throughout the day.
- An opportunity to rent Learning Lab space to make product presentations and offer professional development hours for continuing education credit.

About attendees of exhibitors from the past four years say the EXPO meets or exceeds their goals and expectations.

95%

Source: 2017 Post Annual Meeting and EXPO Exhibitor and Attendees Surveys

ATTENDANT BENEFITS

- Attract new customers.
- Meet current customers.
- Introduce new products.
- Source: 2017 Post Annual Meeting and EXPO Exhibitor and Attendees Surveys

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&

PRICING

Booth Size / By October 22, 2018 / After October 22, 2018

10’ x 10’ / $3,600 / $3,700*

10’ x 20’ / $7,200 / $7,400*

20’ x 20’ island / $14,400 / $15,300

20’ x 30’ island / $21,600 / $22,700

*Corner, island and end-cap spaces will be charged a $500 premium

JOIN. EXHIBIT. SPONSOR. ADVERTISE.
Maximize your company’s participation at the 2019 ASLA Landscape Architecture Conference, November 15-18 in San Diego. ASLA offers you many exclusive promotional opportunities that will align with your company’s marketing plan and strategy for your exhibit at the ALSA EXPO. Expand your company’s visibility by using one of these influential communication tools to reach your target market.

Sponsorship

Premium Sponsors
$10,000 and above

Receive exclusive benefits:
• A 300-word feature article on your company and your products and services—including photos, hyperlinks, and your booth number—in LAND, ASLA’s bi-weekly e-newsletter (circulation 20,000+).
• One full-page, 4-color ad in the on-site print program—exclusive advertising for sponsors only!
• Your choice of two complimentary tickets to the Council of Fellows Investiture Dinner on Sunday, November 17, or the President’s Dinner which features the presentation of ASLA Honors and Installation of Officers on Monday, November 18.
• Special signage recognition at the convention center (and other venues as appropriate).
• All of the benefits listed below.

General Sponsors
$5,000 and above

Receive:
• Recognition in the print registration brochure (circulation 26,000+) and on ASLA’s Landscape Architecture Conference website featuring your logo, booth number, and hyperlink to your company website.
• Your logo and booth number in Landscape Architecture Magazine (monthly readership, 60,000+), in the onsite program provided to all attendees, and on prominent signage at the meeting.
• Special reserved seating and recognition at the two general sessions on Saturday, November 16, and Sunday, November 17.
• Invitations to VIP and leadership-only events during the annual meeting.
• Sponsor ribbons for name badges for all company representatives.
• Right of first refusal on sponsored events for the 2020 Landscape Architecture Conference.

For more details visit advertise.asla.org
Name Badge Lanyards
$25,000
All attendees will receive an eye-catching name badge lanyard. This is among the most visible sponsorships available for the meeting, as attendees must wear their badges to gain entry to events.
Sponsor benefits include:
- Sponsor name and logo on lanyard
- Distribution of lanyards to more than 6,000 attendees

ASLA Council of Fellows Investiture Dinner and Video
$20,000
Among the most prestigious honors a landscape architect may attain is to be named a Fellow of the ASLA. The annual Council of Fellows Investiture Dinner on Saturday evening is a formal event recognizing the new class of inductees and highlighting their lifetime achievements in a video presentation.
Sponsor benefits include:
- Sponsored name and logo on lanyard
- Recognition on lanyards to more than 6,000 attendees

Education Program Sponsor
$20,000
ASLA offers more than 350 Education Sessions giving attendees the opportunity to earn up to 24 Professional Development Hours (PDH).
Sponsor benefits include:
- Acknowledgment by session host in opening remarks
- Recognition on attendees’ earned PDH confirmation
- Logo featured on the annual meeting website
- Greet and distribute marketing collateral to session attendees

General Sessions
$15,000 each
More than 4,500 attendees gather for educational presentations and to earn Professional Development Hours (PDH) at each general session on Saturday and Sunday. The ASLA president or CEO will introduce the sponsor to say a few words and introduce the featured speaker(s).
Sponsor benefits include:
- Honored guest at the event (two complimentary tickets, $150 value)
- Special seating and recognition during the program
- Company name listed on the event ticket, signage, and printed materials, online, and on all signage
- Placement of signage on tables at the entrances to the general session

The Trustee and Chapter Presidents Welcome Reception
$15,000
Welcome the national ASLA Board of Trustees and Chapter Presidents to San Diego! They will arrive from all over the country on Wednesday, November 14, for governance meetings. Help them kick off the meeting with a casual reception from 6:00 to 8:00 pm.
Sponsor benefits include:
- Naming rights for the event
- Honored guest at the event
- Recognition on printed materials, signage, and media
- Greet and distribute marketing collateral to attendees at the door

ASLA Awards Presentation and Video
$15,000
Each year, the ASLA Professional Awards honor the best in landscape architecture from around the globe, while the ASLA Student Awards give us a glimpse into the future of the profession.
Sponsor benefits include:
- Featured on the Call for Entries brochure, website, and awards announcement
- Recognition by the ASLA president during the ceremony
- Attend and meet the awards winners at the ceremony rehearsal
- Recognition on the awards video presented at the ceremony and posted on the ASLA website and social media channels for free downloading

Official Meeting Bag
$15,000
Official meeting bags and the November issues of Landscape Architecture and Landscaping News will be available in ASLA Central for professional attendees.
Sponsor benefits include:
- Logo printed on the official meeting bag

President’s Dinner: Presentation of ASLA Honors and Video
$10,000
(Includes a two-minute, sponsor-provided video to be shown at the beginning of the presentation.) ASLA presents its highest honors each year at the President’s Dinner on Monday, November 18. The program includes presentation of the Landscape Architecture Firm Award, the ASLA Design Medal, the ASLA Medal, the Landscape Architecture Firm Award, the LaGasse Medal, the Olmsted Medal, the Community Service Award, the Medal of Excellence, the Ian McHarg Medal, and the President’s Medal.
Sponsor benefits include:
- Honored guest at the event (two complimentary tickets, $200 value)
- Special seating and recognition during the program
- Recognition by the ASLA president and during the video presentation
- Recognition on the event ticket, signage, and printed program

ASLA National Leadership Luncheon
$10,000
Host the ASLA Board of Trustees and President/CEO lunch and kick off an exciting panel discussion by leaders of allied design organizations.
Sponsor benefits include:
- Introduction by the ASLA president and the opportunity to introduce the panelists
- Recognition on signage
- Distribute marketing collateral to luncheon attendees

Professional Portrait Booth
$7,500
The Professional Portrait 10’ x 30’ booth offers attendees the opportunity to have headshots taken by professional photographers free of charge. The sponsor receives one-on-one face time with attendees at the booth. In addition to branded exposure on portraits given to visitors, the sponsor may also distribute giveaways to promote their brand.
Sponsor benefits include:
- Branded exposure in the Portrait Booth
- Branded exposure on all promotional emails before, during, and after the annual meeting
- Branded exposure on all printed professional portraits

For more details visit advertise.asla.org
Join ASLA elected leaders from across the country as they gather to bestow honorary membership upon friends of the landscape architecture profession on Thursday, November 14. Honorary membership in ASLA is among the highest honors the Society may bestow upon non-landscape architects.

**Emerging Professional Reception**

$5,000

The future of the profession is here! At the Emerging Professional Reception on Friday, November 15, young professionals will mingle with landscape architecture leaders and luminaries inspiring greater connection and new partnerships.

**Sponsor benefits include:**
- Honored guest at the event
- Recognition from the ASLA president
- Logo featured on special signage

**The Alumni Tailgate Reception**

$3,000

There will be close to 50 schools and 1,000 extra visitors in the EXPO on Saturday, November 16, from 4:30-6:30 pm. Each school will be showing their school spirit with a table set up along the main aisles of the EXPO.

**Sponsor benefits include:**
- Naming rights printed on tickets given at bars and food stations during the event
- Greet and distribute collateral at the door
Advertising

Founded in 1910, Landscape Architecture Magazine (LAM) is the monthly magazine of the ASLA. LAM is the only paid subscription, AAM-audited magazine in the landscape architecture industry, connecting you with over 60,000 readers.

LAM is the top publication in the industry. It is the source landscape architecture professionals go to for new ideas and to stay current in the field.

Our readers are devoted
- 64% have read LAM for more than 10 years
- 55% begin reading each issue within the first week of receiving it
- 57% spend one to three hours reading each issue thoroughly
- 58% keep each issue for more than one year

Our readers are decision makers
- 79% analyze, plan, design, and specify products and services
- 57% select consultants or contractors
- 34% purchase technology (computers, software, printers, phone systems, etc.)
- 36% purchase business services (credit cards, accounting, banks, insurance, etc.)
- 70% specify more than $500,000 in products each year

As a result of advertising in LAM
- 67% visited the advertiser’s website
- 93% used ads for ideas of products for projects or specified the advertiser’s product in a project

Advertising in LAM is beneficial for you. Our readers want the best products and services available for their projects. Our readers take action and want to work with you.

Source: 2018 LAM Reader’s Survey

READERSHIP

Print: 60,000+
Digital: 4,000+
Newsstands: 500+

AUDIENCE DEMOGRAPHICS

Core age group: 31–60
Annual Income: $50,000
Landscape architects or designers: 73%

FOR MORE DETAILS VISIT ADVERTISE.ASLA.ORG
JOIN, EXHIBIT, SPONSOR, ADVERTISE.
2019 Advertising Rates

Agency Discounts: Agencies of record are eligible to receive a 15% discount on rates. Complete specifications and submission information are available online at advertise.asla.org/rates-and-specifications.

*Suggested Live Area: 8.75" x 10.25" Trim Size: 9" x 10.5"

ASLA policy requires advertisers to submit a GRAcol2006 certified proof. By choosing not to supply a GRAcol2006 certified proof with your ad, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If you do not supply a GRAcol2006 certified proof, a laser content proof will be required for content only – failure to do so may jeopardize the final content within your ad.

Bleed Width x Depth 9" x 10.5" 9.25" x 10.75" 9.25" x 10.75" 18.25" x 10.75" 9.25" x 10.75" 9.25" x 10.75" 9.25" x 10.75" 18" x 10.5" 9.25" x 10.75" 5.3" x 9.25" 8" x 4.5" 5.3" x 4.5" 2.6" x 9.25" 4" x 4.5" 4" x 4.5" 2" x 4.5" 5.3" x 9.25" 8" x 4.5" 5.3" x 4.5" 2.6" x 9.25" 4" x 4.5" 4" x 4.5" 2" x 4.5" 5.3" x 9.25" 8" x 4.5" 5.3" x 4.5" 2.6" x 9.25" 4" x 4.5" 4" x 4.5" 2" x 4.5"

Display Ads: 4-Color Blended Width x Depth 1X 3X 6X 9X 12X 24X

Back Cover 9.25" x 10.75" 9" x 10.5" $6,690 $6,490 $6,290 $6,020 $5,685 $5,350
Inside Front Cover 9.25" x 10.75" 9" x 10.5" 6,175 5,990 5,805 5,555 5,250 4,940
Inside Back Cover 9.25" x 10.75" 9" x 10.5" 5,660 5,490 5,320 5,095 4,810 4,530
Two-Page Spread 18.25" x 10.75" 18" x 10.5" 10,290 9,890 9,675 9,260 8,745 8,230
Full Page* 9.25" x 10.75" 9" x 10.5" 5,145 4,990 4,835 4,630 4,375 4,115
1/3 Page Vertical 5.3" x 9.25" 4,375 4,245 4,110 3,995 3,715 3,500
1/2 Page Horizontal 8" x 4.5" 3,450 3,330 3,225 3,090 2,915 2,745
1/3 Page Vertical 5.3" x 4.5" 2,570 2,495 2,415 2,315 2,185 2,060
1/3 Page Square 2.6" x 9.25" 2,570 2,495 2,415 2,315 2,185 2,060
1/4 Page 4" x 4.5" 1,715 1,665 1,610 1,540 1,455 1,370

Buyer’s Guide Ads: 4-Color

Width x Depth 1X 3X 6X 9X 12X 24X

1/4 Page 4" x 4.5" $1,500 $1,405 $1,410 $1,350 $1,275 $1,200
1/8 Page 2" x 4.5" 800 775 750 720 700 640

Display Ads: 4-Color

Width x Depth 1X 3X 6X 9X 12X 24X

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The LAM Product Directory

Want more exposure of your best products?

ADS ARE FEATURED IN THE DECEMBER 2019 PRINT AND DIGITAL EDITION OF LAM AND ARE AVAILABLE TO LANDSCAPE ARCHITECTURE PROFESSIONALS YEAR-ROUND. THE DIGITAL VERSION GIVES READERS DIRECT ACCESS TO YOUR WEBSITE THROUGH SEARCH OPTIMIZATION AND HYPERLINKS AVAILABLE THROUGHOUT THE AD.

Sign a 12-month display ad contract by January 30, 2019, and we will give you a free page in the directory as a bonus!
# 2019 Editorial Calendar

(subject to change)

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<td>October</td>
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<td>December</td>
<td>Reserve space by Oct. 21 Materials due by Oct. 25</td>
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For more details visit advertise.asla.org/editorial-calendar for Events and Bonus Distribution.
Cover: ASLA 2018 Residential Design Award of Excellence, Balcones Residence, Word + Carr Design Group (Photo Credit: Leonid Furmansky); Page 2: (L-R) ASLA 2018 Residential Design Honor Award, Sustaining a Cultural Icon: Reconciling Preservation and Stewardship in a Changing World, Eric Kramer, (Photo Credit: Marianne Lee); ASLA 2018 General Design Award of Excellence Brooklyn Bridge Park: A Twenty Year Transformation, Michael Van Valkenburgh Associates, Inc. (Photo Credit: Alex MacLean); Page 7: ASLA 2018 General Design Honor Award, Re-Envisioning Pulaski Park, Lauren Stimson (Photo Credit: Ngoc Doan); Page 8: (L-R) ASLA 2018 General Design Honor Award, Chicago Riverwalk | State Street to Franklin Street, Sasaki and Ross Barney Architects (Photo Credit: ©Christian Phillips Photography); ASLA 2018 General Design Honor Award Legacy and Community: Juxtaposing Heritage and Invention for Duke University’s West Campus, Eric Kramer (Photo Credit: James Ewing); Page 10: (U-L) ASLA 2018 General Design Honor Award, Chicago Riverwalk | State Street to Franklin Street, Sasaki and Ross Barney Architects (Photo Credit: ©Christian Phillips Photography); ASLA 2018 General Design Honor Award Legacy and Community: Juxtaposing Heritage and Invention for Duke University’s West Campus, Eric Kramer (Photo Credit: James Ewing); Page 13: ASLA 2018 Residential Design Honor Award, Sustaining a Cultural Icon: Reconciling Preservation and Stewardship in a Changing World, Eric Kramer, (Photo Credit: Marianne Lee); Back Cover: ASLA 2018 Residential Design Honor Award, Sustaining a Cultural Icon: Reconciling Preservation and Stewardship in a Changing World, Eric Kramer, (Photo Credit: Marianne Lee)