

THREE IS A MAGIC NUMBER

BOB DOROUGH,  
SCHOOLHOUSE ROCK

"Three is a magic number,  
Yes it is, it's a magic number.  
Somewhere in the ancient, mystic trinity  
You get three as a magic number.

The past and the present and the future.  
Faith and Hope and Charity,  
The heart and the brain and the body  
Give you three as a magic number."

# THE POWER OF 3

= 40,000 QUALIFIED  
PRINT SUBSCRIBERS



10,000  
CHILDREN'S CAMP  
PROFESSIONALS



15,000  
PARKS & RECREATION  
PROFESSIONALS



15,000  
LANDSCAPE ARCHITECTURE  
PROFESSIONALS

Buy More Than One, Save A Ton

## Three Is a Magic Number



One of the first things they teach you in journalism school is the “rule of three,” which notes that sentences using a progression or sequence are funnier, more satisfying and, ultimately, more effective with three examples than say two, or four.

There are lots of reasons for this. One is that you can establish and, then break, a pattern with good effect in three phrases, but not in two. Take for example, these jokes borrowed from Wikipedia:

- “How do you get to my place? Go down to the corner, turn left and get lost.”
- “I know three French words: bonjour, merci and surrender.”

Neither of these jokes works as well with two or four phrases.

Evidence of the power of three to communicate an idea that is recognized, understood and acted upon is everywhere. It’s in our political rhetoric (“Government of the people, by the people, for the people,” Abraham Lincoln), religion (Holy Trinity), television (*The Three Stooges*), children’s books (*Goldilocks and the Three Bears*), and our popular lexicon, (“American as baseball, Cracker Jacks and apple pie,” or “Go, fight, win.”).

I’m happy to report we’re finally in compliance with this rule.

We now publish *Camp Business*, *PRB (Parks & Rec Business)* and *Landscape Architect Business*. And, because we now offer you unlimited access to our market’s influencer, specifier and buyer, you can easily and affordably create a marketing program that reaches all three audiences for the price of one (check out our combination packages on page 15).

Of course, the true power behind the rule of three is the last word or phrase—that’s the one folks remember, the one that hits home and stays with them.

Let’s try it out.

If you want to reach the influencer, specifier and buyer with your marketing message you should advertise in *Camp Business*, *PRB (Parks & Rec Business)* and *Landscape Architect Business*. Doing so is smart, simple and effective—and it probably makes you better looking ☺

O.K. That’s four, but you get the point.

Thanks for taking the time to look through our offerings!

Sincerely,

**Rodney J. Auth**

Publisher

*Camp Business*

*Landscape Architect Business*

*PRB (Parks & Rec Business)*

www.northstarpubs.com

### Did You Know?

Every print ad includes:

- Digital Edition Ad & Link
- Insider Dashboard
- Insider Deals
- Request Literature
- Quick Quote
- Bid Engine

#### COMBO DEALS!

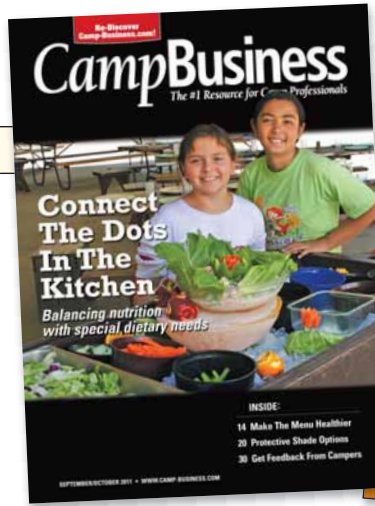
**NEW**

- Buy two markets: Save 10%
- Buy three markets: Save 10% & Choose Two Free Digital Services
- See Page 15 for details

**The Power Of Print**

**Camp Business Magazine**

- Circulation: 10,000 print/4,270 digital
- Frequency: Bi-Monthly
- Features: Aquatics, Camp Amenities, Camp Facilities & Programs, Concessions, and more...
- Cost: See Rate Card (p.15)



**PRB (Parks & Rec Business) Magazine**

- Circulation: 15,000 print/6,279 digital
- Frequency: Monthly
- Features: Everything H2O, Parks+Playgrounds, Grounds+Sports Turf, Sports+Fitness+Recreation, A Step Ahead, LBWA, Sports Spotlight, Manager's Toolbox and more...
- Cost: See Rate Card (p.15)

**Landscape Architect Business Magazine**

- Circulation: 15,000 print/1,469 digital
- Frequency: Bi-Monthly
- Features: Residential, Commercial, Government, Private, Project Portfolio, Manager's Toolbox and more...
- Cost: See Rate Card (p.15)



## Our Audience(s)

Our subscribers are the heart and soul of what we do. It should come as no surprise that, when you put their needs first, they respond regularly with cards, letters, emails, and web comments.

Here's a sampling of some we've received recently:

*I wanted to say thank you for the work you did putting together this issue. It arrived yesterday and I have already searched for two of the products advertised (the big water slide looks amazing!), have used a quote from the decision-making article three times already, and picked up a couple of really good programming ideas we will be using this summer. Thanks for putting it all together, and thanks for sending us the resource in the first place!*

Regards,

**Eric Musselman**  
Director  
Fraser Lake Camp

*Thank you for an excellent article (Jan/Feb, "There's No Such Thing As A Special Diet").*

*In a world where everyone is publishing "Top 5 Steps for ..." and "The Best 10 Ways to ...," it can be hard to come by truly good information. I found each of the tips to be very helpful. Food allergies and intolerances are often seen as burdens, but these tips show that they can be an occasion for creativity, opportunity and variety.*

*I'll be sharing this with some of my colleagues, and I'm sure they'll share it with many of our YMCA and summer camp partners.*

Thank you!

**John Oliver**

**CampBusiness**  
The #1 Resource for Camp Professionals

*As an Iowan living on the East Coast for the last 10 years, I really appreciated your "Private Spaces" story. Though we don't have a fire pit anymore, we do fire up the grill often. We expanded our vegetable garden and try to eat under the shade of the umbrella when the suffocating humidity allows.*

*Thanks for reminding folks how enjoyable the small things in life (fresh air, fire, family, and six-packs) can be.*

**Matthew Kaiser**  
Deputy Public Information Officer  
Fairfax County Park Authority

**Landscape Architect Business**  
From blueprints to footprints

*Your article really brings the message back to the character development and life lessons that are introduced through sports ("A Rewarding Experience," PRB February 2011). As an avid participant throughout my childhood, I know the lessons that I learned both on and off the field have shaped who I am today. I'm excited because for the first time since college, I'll have the opportunity to pass on my passion for lacrosse as a volunteer coach for a local area team. Thanks for sharing your experience and reminding coaches just how important their role is.*

**Margaux Viola**  
Boulder, Colorado  
Development Manager

*That was a fabulous article. Thanks for a thought provoking-article that will get me thinking again and again.*

**Karen L Johnston**  
Pullman Aquatic & Fitness Center  
Pullman, Wash.

*I read your "Week-ender" about starting a Recreation Road Show. I also downloaded the PowerPoint that you created about your recreation and library services and plan on using it in class. I am a professor at Northwest Missouri State University and this information will be great to share with students in our senior-level administration class.*

**Jeff Ferguson**

**PRB**  
**Parks & Rec Business**  
Common Sense Solutions to Everyday Problems

## Digital Solutions

### DIGITAL EDITION

Delivered via email to our digital subscribers and posted to each magazine's home page for access by our website visitors.



Your print ads are automatically included in the digital version of the issue. Your ad is hyperlinked to your website and back-end reporting on all activity through your ad link is available 24/7 via your Insider Dashboard.

- Cost: Free to Print Advertisers (Upgrades available)
- Digital Edition Only Ads: Contact your account executive for pricing (866-444-4216)
- Platforms: iPad, iPhone, Android and Smart Phone compatible

### DIGITAL EDITION EMAIL

This HTML and Text email delivers our Digital Edition to all digital subscribers. Advertisers can choose to run a skyscraper or logo ad in this email.

- **PRB** Email Circulation: 5,096
- **Camp Business** Email Circulation: 4,146
- **Landscape Architect Business** Email Circulation: 974
- Cost to Advertise in the Email:
  - Skyscraper Ad & Link: \$500 per mo.
  - Logo Ad & Link: \$375 per ad



### CREATE YOUR OWN DIGITAL FLIP-BOOK

Want to turn your product catalog into an interactive Digital Flip-Book?

Let us do it for you. It's quick, easy, and inexpensive.

- Cost: 1-30 pages: \$150, Over 30 pages, \$5 per page.

### NORTHSTAR ONLINE AD NETWORK

#### ■ Circulation:

- Unique visitors per year: 88,416
- Page views per Year: 160,448
- Average time per visit: 3:03 minutes

#### ■ Websites:

- [ParksAndRecBusiness.com](http://ParksAndRecBusiness.com)—5,793 page views per month
- [PRBBuyersGuide.com](http://PRBBuyersGuide.com)
- [ParkBids.com](http://ParkBids.com)
- [ParksNReviews.com](http://ParksNReviews.com)

[Camp-Business.com](http://Camp-Business.com)—3,507 page views per month

- [CampBusinessBuyersGuide.com](http://CampBusinessBuyersGuide.com)
- [CampBids.com](http://CampBids.com)
- [CampsNReviews.com](http://CampsNReviews.com)
- [LABusinessMag.com](http://LABusinessMag.com)—4,070 page views per month
- [LABuyersGuide.com](http://LABuyersGuide.com)
- [LADesignBids.com](http://LADesignBids.com)
- [LAFirmsNReviews.com](http://LAFirmsNReviews.com)

#### ■ Ad Sizes & Costs:

##### Horizontal Banner:

- Size: 550 pixels wide x 96 pixels tall
- Monthly Cost: \$375 (entire ad network), \$250 (one magazine/portal)

##### Square Banner:

- Size: 300 pixels wide x 250 pixels tall
- Monthly Cost: \$500 (entire network), \$400 (one magazine/portal)
- All ads run on a rotational basis.

### BUYER'S GUIDE

- Print: October (*PRB*), December (*LAB*), March (*CB*)
- Online: 1 year from date of purchase
- Basic Listing: \$250 (adv.), \$500 (non-adv.)

#### ■ Features:

- Hyperlinked Email and Web address
- Google Maps/Store Locator
- Customer Reviews
- Customer Ratings
- Keyword Search
- Category Search
- Unlimited Category Options

#### ■ Add-Ons:

- \$100 Four-Color Logo
- \$50 Featured Listing
- \$50 Video
- \$50 Photo Gallery (10 Pics)
- \$50 Downloadable Brochure

### DIRECT MARKETING PRODUCTS

#### ■ Direct Mail Names (List Rental)

Great for catalog mailing, special promotional offers and sales, our list of influencers, specifiers and buyers is available for rent (one-time use). Custom sorts and multiple magazine lists are available.

- Cost: \$200 per thousand names (advertiser)  
\$300 per thousand names (non-advertiser)

#### ■ Email Marketing

Great for spur-of-the-moment promotions, inventory reduction sales, product testing or general product awareness, we can create, deliver and report on your email campaign.

- Cost: \$250 per thousand emails delivered (advertiser)  
\$300 per thousand emails delivered (non-advertiser)

### 1 Request Literature

Magazine subscribers, digital subscribers, email subscribers and visitors to our websites can use the “Request Literature” form to request information directly from one company or from all companies in any given product category. When they complete the request, they tell you how they want to be contacted (Phone, Email, Mail, Fax) and what the information is being used for (Immediate Purchase, Future Purchase, File Copy, etc.).

Whenever a subscriber requests information, you are notified (via email) that you have leads waiting to be downloaded. To access them, simply log in to your Insider Dashboard and click the download button. It’s that easy.

### 2 Insider Deals

All advertisers are eligible to participate in this program, in the months they advertise, for FREE.

Insider Deals are special monthly promotions you create specifically for our audience of power buyers and specifiers—we call them Insiders. You set the Deal up in your Insider Dashboard and we email it to them on the first of the month. We also post it to our website for one month.

Anybody interested in your deal simply contacts you, provides you with the correct promo code and makes the purchase.

We track everything and report the success back to you via your Insider Dashboard.

### 3 Quick Quotes

All advertisers are automatically included in this program. Like the “Request Literature” form, this program is a simple way for our subscribers and website visitors to get a quote from you for a project they’re working on.

You are notified that you have a Quick Quote request via email. To retrieve it, simply log in to your Insider Dashboard and download it.

We report all Quick Quote activity back to you via your Insider Dashboard.

### 4 Northstar Bid Engine

Members of our Insider program can load funded projects (i.e., Public Bids) to our Bid Engine. If you have an active Buyer’s Guide listing and the bid requires a product or service you provide, you will receive an email inviting you to log in to your Insider Dashboard and respond to the bid.

We report all Bid activity back to you via your Insider Dashboard.

**1**

**2**

## The Right Subscribers

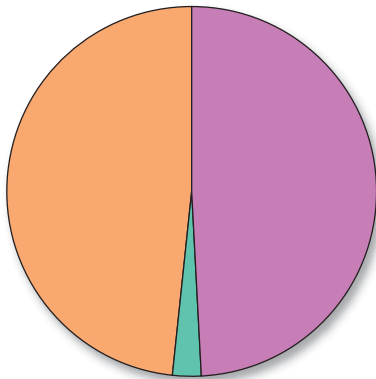
**CIRCULATION BREAKOUT\***  
100% Qualified Print Circulation

**PRINT**

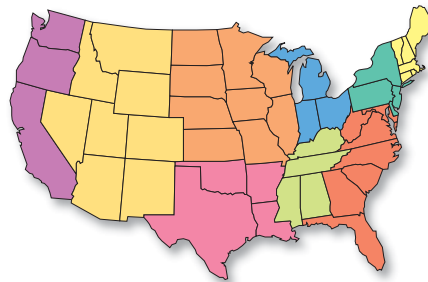
**Qualified Print Subscribers—10,000\***

- Agency Camps .....4,918
- Canadian Camps .....253
- Private/Non-Affiliated Camps..4,829

\*June 2011, Publisher's Circulation Statement



**GEOGRAPHICAL BREAKOUT —**  
Total Circulation: 10,000



- New England .....1,132
- Middle Atlantic .....1,974
- Northeast Central .....1,598
- Northwest Central .....678
- South Atlantic .....1,468
- Southeast Central .....339
- Southwest Central .....620
- Mountain .....491
- Pacific.....965
- Canada/Foreign.....735

### CAMP TYPE

2,550 subscribers answered this question, which is 25.5% of our circulation.

Option	# Subscribers Responding	Percentage of Responses	Projected Total
Resident	1,166	45.73%	4,572.549
Day	1,242	48.71%	4,870.588
Special Needs	49	1.92%	192.1569
Both	93	3.65%	364.7059

### CAMP ON LAKE?

3,967 subscribers responded, which is 39.67 percent of our circulation.

Option	# Subscribers Responding	Percentage of Responses	Projected Total
Yes	1,619	40.81%	4,081.17
No	2,348	59.18%	5,918.83

### CAMP AFFILIATIONS

8,791 subscribers answered this question, which represents 87.91% of our circulation.

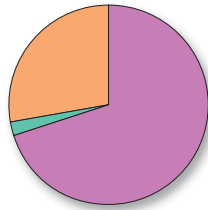
Option	# Subscribers Responding	Percentage of Responses	Projected Total
ACA	3,037	34.55%	3,454
CCI	524	5.96%	596
4-H	52	0.59%	59
BSA	170	1.93%	193
GSUSA	95	1.08%	108
YMCA	361	4.11%	410
Salvation Army	15	0.17%	17
Camp Fire	57	0.65%	64
Other (Specify)	4,480	50.96%	5,096

**CIRCULATION BREAKOUT\***

100% Qualified Print Circulation

**PRINT**

**Qualified  
Print Subscribers**  
15,000\*



- U.S.....10,648
- Canada .....336
- Related Industries\*\* .....4,177

\*Based on June 2011 BPA Statement

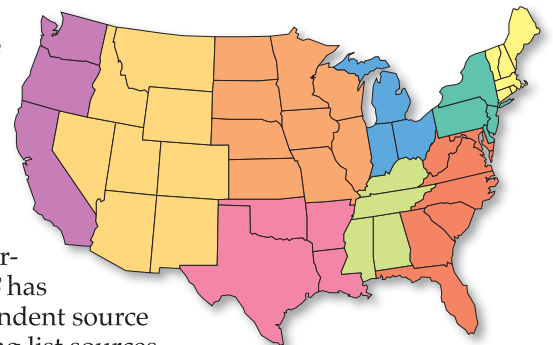
\*\*Related Industries include: Amusement Parks, Campgrounds, Camps, Colleges, Fitness Centers, Health Clubs, High Schools, Industry Suppliers, Industry Associations, Pro Sports Teams, Resorts, School Districts, Universities and YMCAs.

**BPA AUDIT**

*PRB* offers a tremendous value with its 100% BPA-qualified print circulation. BPA International is the leading auditor of business publications. BPA-qualified circulation provides assurance that *PRB* has



proven, to an unbiased independent source that circulation claims regarding list sources, monthly issue mailings, demographic and geographic information for the intended audience are accurate and maintained.



**GEOGRAPHICAL BREAKOUT Total Circulation — 15,000**

- New England .....810
- Middle Atlantic .....886
- Northeast Central .....4,029
- Northwest Central .....994
- South Atlantic .....2,377
- Southeast Central .....1,083
- Southwest Central.....1,126
- Mountain.....994
- Pacific .....2,348
- Canada / Foreign.....353

**PARK OPERATING BUDGETS**

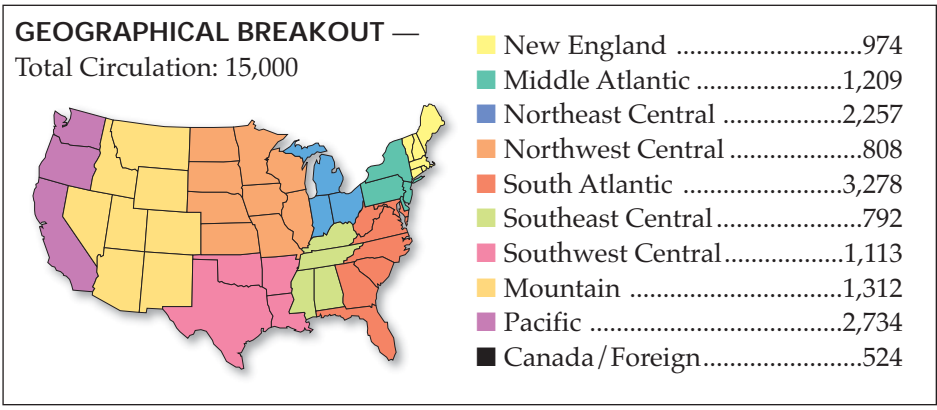
2,465 subscribers answered this question, which is 16.4% of our total circulation.

Options	# Subscribers Responding	Percentage of Responses	Projected Total
Less than \$500,000	740	30.02%	4,503
\$500,000-\$1 million	473	19.19%	2,878
\$1 million-\$2.5 million	474	19.22%	2,879
\$2.5 million-\$5 million	342	13.87%	2,081
\$5 million-\$10 million	200	8.11%	1,217
\$10 million-\$15 million	86	3.49%	523
\$15 million-\$25 million	60	2.43%	365.1116
\$25 million-\$50 million	49	1.99%	298
Over \$50 million	42	1.70%	255

**PARK—SIZE OF POPULATION THEY SERVE**

2,553 subscribers answered this question, which is 17.02% of our circulation.

Options	# Subscribers Responding	Percentage of Responses	Projected Total
Less than 10,000	464	18.17%	2,726
10,000 to 25,000	481	18.84%	2,826
25,000 to 50,000	479	18.76%	2,814
50,000 to 100,000	422	16.53%	2,479
100,000 to 250,000	299	11.71%	1,756
250,000 to 500,000	162	6.35%	951
500,000 to 1 million	100	3.92%	587
1 million to 2 million	53	2.08%	311
2 million to 3 million	22	0.86%	129
Over 3 million	71	2.78%	417



**CIRCULATION BREAKOUT\***  
100% Qualified Print Circulation

**PRINT**

**Qualified Print Subscribers—15,000\***

**Type Of Firm:**

Academic .....	3
Design/Build .....	115
Architect/Design .....	9,604
Lighting Design .....	379
Multi-Disciplinary (Architectural, A/E) .....	512
Non-Profit .....	385
Planning .....	578
Public .....	409
Nursery .....	451
Contractors .....	3,153

**Occupation:**

Architect .....	244
Builder .....	18
Building & Maintenance Manager .....	6
Consultant .....	10
Cost Estimating .....	10
Engineer .....	255
Golf Course Superintendent .....	1
Landscape Architect .....	1,498
Landscape Contractor .....	84
Landscape Designer .....	9,941
Lighting Designer .....	13
Planner .....	18
Project Management .....	152
Planting Design .....	28
Specification Writing .....	12
Other .....	3,652

\*June 2011, Publisher's Circulation Statement



Issue	Aquatics	Food Service & Concessions	Programming	Technology, Marketing & Administration
<b>January/February</b> <b>Top Programming Ideas</b> Edit Deadline: 10/21/11 Ad Deadline: 11/11/11 Materials Deadline: 11/17/11 <u>Bonus Circulation:</u> - ACA National - STMA Conference & Exhibition (Long Beach, CA)	<b>Pools</b> <ul style="list-style-type: none"> <li>• Cleaning Equipment</li> <li>• Coatings (Fiberglass &amp; Paint)</li> <li>• Covers &amp; Accessories</li> <li>• Decking &amp; Flooring</li> <li>• Dehumidifiers</li> <li>• Enclosures</li> <li>• Lighting</li> <li>• Liners</li> <li>• Heaters</li> <li>• Accessibility Products</li> </ul>	<b>Meal Themes</b> <ul style="list-style-type: none"> <li>• Recipes</li> <li>• Meal Programming</li> <li>• Dining Halls</li> </ul>	<b>Activity Centers, Arts &amp; Crafts</b> <ul style="list-style-type: none"> <li>• Lighting</li> <li>• Acoustics, Sound</li> <li>• Tables, Seating</li> <li>• Restrooms</li> <li>• Concessions</li> <li>• Furniture &amp; Amenities</li> </ul>	<b>Camper Recruitment &amp; Registration</b> <ul style="list-style-type: none"> <li>• Risk Management/ Insurance</li> <li>• Fundraising, Grants</li> <li>• Marketing Support                             <ul style="list-style-type: none"> <li>– Website</li> <li>– Video, Print</li> <li>– Photos, Design</li> </ul> </li> </ul>
<b>March/April</b> <b>Aquatics &amp; Annual Buyer's Guide</b> Edit Deadline: 12/16/11 Ad Deadline: 01/12/12 Materials Deadline: 01/19/12 <u>Bonus Circulation:</u> - ACA Tri-State	<b>Lifeguard &amp; Emergency Equipment</b> <ul style="list-style-type: none"> <li>• Chairs</li> <li>• Training</li> <li>• Uniforms</li> <li>• Rescue Equipment</li> <li>• Safety Devices</li> <li>• Defibrillators</li> <li>• ID, Tickets &amp; Wristbands</li> <li>• Shade/Beach Furnishings</li> </ul>	<b>Nutrition &amp; Diet</b> <ul style="list-style-type: none"> <li>• On-The-Go Meals</li> <li>• Exercise &amp; Nutrition</li> <li>• Obesity</li> </ul>	<b>Swimming/Waterfronts &amp; Beaches</b> <ul style="list-style-type: none"> <li>• Bleachers, Benches &amp; Seating</li> <li>• Line Protection</li> <li>• Racing Lanes &amp; Reels</li> <li>• Scoreboards &amp; Recordboards</li> <li>• Sound Systems &amp; Acoustics</li> <li>• Starting Platforms</li> <li>• Timing Devices</li> <li>• Showers &amp; Locker Rooms</li> </ul>	<b>Medical Center</b> <ul style="list-style-type: none"> <li>• Nurses</li> <li>• First Aid</li> <li>• Supplies</li> <li>• Forms</li> </ul>
<b>May/June</b> <b>Staff Training</b> Edit Deadline: 02/23/12 Ad Deadline: 03/14/12 Materials Deadline: 03/21/12	<b>Beaches &amp; Boats</b> <ul style="list-style-type: none"> <li>• Docks, Decks, Bridges</li> <li>• Beach Cleaners</li> <li>• Amenities</li> <li>• Racing Lanes</li> <li>• Life Guard Equipment</li> <li>• Kayaks &amp; Canoes</li> </ul>	<b>Allergies &amp; Special Diet Needs</b> <ul style="list-style-type: none"> <li>• Diabetes</li> <li>• Food Preparation</li> <li>• Food Substitutions</li> <li>• Special Diets</li> <li>• Recipes</li> </ul>	<b>Camp Sports &amp; Recreation</b> <ul style="list-style-type: none"> <li>• Baseball/Softball, Soccer</li> <li>• Turf &amp; Field Maint.                             <ul style="list-style-type: none"> <li>– Mowing, Grooming</li> <li>– Irrigation, Control</li> <li>– Seeding, Aerating</li> <li>– Dragging, Lining</li> </ul> </li> <li>• Restrooms, Concessions</li> <li>• Scoreboards, Lights</li> <li>• Bleachers, Seating</li> </ul>	<b>Conference &amp; Retreat Centers</b> <ul style="list-style-type: none"> <li>• Stages</li> <li>• Lighting &amp; Sound</li> <li>• Restrooms</li> <li>• Food &amp; Concession</li> <li>• Seating</li> <li>• ID Systems, Tickets &amp; Wristbands</li> <li>• Shower Facilities</li> <li>• Dorms, Bedrooms</li> </ul>
<b>July/August</b> <b>Programming</b> Edit Deadline: 04/23/12 Ad Deadline: 05/14/12 Materials Deadline: 05/18/12	<b>Aquatics Programming</b> <ul style="list-style-type: none"> <li>• Shade Structures &amp; Pavilions</li> <li>• Furniture &amp; Amenities</li> <li>• Restrooms &amp; Concessions</li> <li>• Control Systems</li> <li>• Cleaning Equipment</li> </ul>	<b>Food Preparation</b> <ul style="list-style-type: none"> <li>• Equipment/Machines</li> <li>• Kitchen Appliances</li> <li>• Cleanliness</li> <li>• Foodborne Illness Outbreaks &amp; Prevention</li> </ul>	<b>Outdoor &amp; Adventure Recreation</b> <ul style="list-style-type: none"> <li>• Archery</li> <li>• Riflery</li> <li>• Climbing Walls</li> <li>• Ropes Course</li> <li>• Zip Line</li> <li>• Bouldering</li> <li>• Playgrounds</li> </ul>	<b>Safety &amp; Security</b> <ul style="list-style-type: none"> <li>• Defibrillators</li> <li>• Insurance/Risk Management</li> <li>• ID Systems, Tickets, Wristbands</li> <li>• Nurse-Medi Center</li> </ul>
<b>September/October</b> <b>Facilities &amp; Maintenance</b> Edit Deadline: 06/18/12 Ad Deadline: 07/13/12 Materials Deadline: 07/19/12 <u>Bonus Circulation:</u> - ASLA Annual Conference - NRPA Congress	<b>Amenities &amp; Maintenance</b> <ul style="list-style-type: none"> <li>• Awnings</li> <li>• Canopies &amp; Tents</li> <li>• Umbrellas</li> <li>• Shelters &amp; Pavilions</li> </ul>	<b>Dining Halls</b> <ul style="list-style-type: none"> <li>• Allergies</li> <li>• Food Preparation</li> <li>• Furniture</li> <li>• Waste Receptacles</li> <li>• Recycling</li> <li>• Restrooms</li> <li>• Lighting</li> <li>• Amenities</li> </ul>	<b>Continuing Education Programs</b> <ul style="list-style-type: none"> <li>• Sports</li> <li>• Science &amp; Nature</li> <li>• Team Building</li> </ul>	<b>Apparel &amp; Promotional Products</b> <ul style="list-style-type: none"> <li>• Apparel</li> <li>• Camp Stores</li> <li>• Videos</li> <li>• Concessions</li> </ul>
<b>November/December</b> <b>Green Issue</b> Edit Deadline: 08/20/12 Ad Deadline: 09/13/12 Materials Deadline: 09/19/12	<b>Accessibility</b> <ul style="list-style-type: none"> <li>• Access Products                             <ul style="list-style-type: none"> <li>– Accessibility (Disabled)</li> <li>– Grab Rails, Ladders</li> </ul> </li> <li>• Commercial Pool Products</li> <li>• ID, Tickets &amp; Wristbands</li> </ul>	<b>Snacks &amp; Campfire Treats</b> <ul style="list-style-type: none"> <li>• Recipes</li> <li>• Food Safety</li> <li>• Trail Snacks</li> <li>• Camper Involvement</li> <li>• Campfire Safety/Utensils</li> </ul>	<b>Specialty Camps</b> <ul style="list-style-type: none"> <li>• Special Needs</li> <li>• Sports</li> <li>• Theme</li> <li>• Religious</li> <li>• Academic</li> </ul>	<b>Insurance &amp; Risk Management</b> <ul style="list-style-type: none"> <li>• Marketing Products</li> <li>• Risk Management</li> <li>• Insurance Providers</li> </ul>

\*Bulleted items are samples of the editorial to be covered in any particular issue

Issue	Everything H2O	Athletic + Recreation Programming	Parks + Playgrounds	Grounds + Sports Turf
<p><b>January</b></p> <p><b>Sports Turf &amp; Surfacing</b></p> <p>Edit Deadline: 10/13/11 Ad Deadline: 11/18/11 Materials Deadline: 11/24/11</p> <p><u>Bonus Circulation:</u> - ACA National - STMA Conference &amp; Exhibition (Long Beach, CA)</p>	<p><b>Aquatic Centers &amp; Natatoriums</b></p> <ul style="list-style-type: none"> <li>• Access Products</li> <li>—Accessibility (Disabled)</li> <li>—Grab Rails, Ladders</li> <li>• Commercial Pool Products</li> <li>• ID, Tickets &amp; Wristbands</li> </ul>	<p><b>Recreation &amp; Fitness Centers, Field Houses &amp; Ice Rinks</b></p> <ul style="list-style-type: none"> <li>• Aerobics</li> <li>• Basketball Products</li> <li>• Bleachers/Seating</li> <li>• HVAC</li> <li>• Scoreboards/Lights</li> <li>• Indoor Sports Surfacing</li> </ul>	<p><b>Dogparks &amp; Playgrounds</b></p> <ul style="list-style-type: none"> <li>• Fencing</li> <li>• Lighting</li> <li>• Pet Waste</li> <li>• Safety Surfacing</li> <li>• Amenities</li> </ul>	<p><b>Multi-Use Fields</b></p> <ul style="list-style-type: none"> <li>• Turf (Natural)</li> <li>—Seeding, Aerating</li> <li>—Mowing, Grooming</li> <li>—Irrigation, Control, Drainage</li> <li>• Soccer Turf (Synthetic)</li> <li>• Scoreboards &amp; Lights</li> <li>• Bleachers, Seating</li> <li>• Restroom &amp; Concessions</li> </ul>
<p><b>February</b></p> <p><b>Green Issue</b></p> <p>Edit Deadline: 11/11/11 Ad Deadline: 12/19/11 Materials Deadline: 12/22/11</p>	<p><b>Green Locker Rooms &amp; Restrooms</b></p> <ul style="list-style-type: none"> <li>• Accessories</li> <li>• Laundry &amp; Towels</li> <li>• Saunas</li> <li>• Showers</li> <li>• Toilet Comp/Toilets</li> <li>• Waste Receptacles</li> </ul>	<p><b>Adult Programs</b></p> <ul style="list-style-type: none"> <li>• Sports</li> <li>• Groups/Clubs</li> <li>• Events</li> </ul>	<p><b>Skateparks</b></p> <ul style="list-style-type: none"> <li>• Amenities</li> <li>• Fencing</li> <li>• Lighting</li> <li>• Vandal-Resistant Products</li> </ul>	<p><b>Baseball &amp; Softball Equipment</b></p> <ul style="list-style-type: none"> <li>• Infield Groomers</li> <li>• Marking Equipment</li> <li>• Sports Turf Mowers/Strippers</li> <li>• Scoreboards</li> <li>• Soil Amendments</li> <li>• Drying Agents</li> <li>• Lights</li> <li>• Bases &amp; Fence Caps</li> <li>• Irrigation &amp; Drainage</li> <li>• Fertilizers &amp; Control Products</li> </ul>
<p><b>March</b></p> <p><b>Park Maintenance</b></p> <p>Edit Deadline: 12/9/11 Ad Deadline: 01/19/12 Materials Deadline: 01/26/12</p> <p><u>Bonus Circulation:</u> - ACA Tri-State</p>	<p><b>Ponds, Lakes, Waterfronts &amp; Beaches</b></p> <ul style="list-style-type: none"> <li>• Aerators/Fountains</li> <li>• Lifeguard &amp; Emergency Equip.</li> <li>• Furniture &amp; Amenities</li> <li>• Beachcleaners</li> <li>• Restrooms &amp; Concessions</li> </ul>	<p><b>Youth Programs</b></p> <ul style="list-style-type: none"> <li>• After-School</li> <li>• Aquatic Activities</li> <li>• Sports Leagues</li> <li>• Arts, Crafts &amp; Games</li> </ul>	<p><b>Forestry, Trails &amp; Pavilions</b></p> <ul style="list-style-type: none"> <li>• Mowing &amp; Trimming</li> <li>• Utility Vehicles</li> <li>• Waste Receptacles</li> <li>• Docks, Decks &amp; Bridges</li> <li>• Restrooms</li> <li>• Lighting</li> <li>• Control Products</li> <li>• Stump Grinding</li> <li>• Saws</li> </ul>	<p><b>Golf Courses</b></p> <ul style="list-style-type: none"> <li>• Golf Turf</li> <li>– Seeding &amp; Aerating</li> <li>– Mowing &amp; Grooming</li> <li>– Irrigation &amp; Control</li> <li>• Amenities</li> <li>• Accessibility</li> <li>• Netting</li> </ul>
<p><b>April</b></p> <p><b>Aquatics</b></p> <p>Edit Deadline: 01/13/12 Ad Deadline: 02/17/12 Materials Deadline: 02/24/12</p>	<p><b>Water Parks &amp; Attractions</b></p> <ul style="list-style-type: none"> <li>• Aquatic Centers</li> <li>• Water Parks</li> <li>• Wave Machines</li> <li>• Pools &amp; Spas</li> <li>• Water Slides</li> <li>• ID, Tickets &amp; Wristbands</li> <li>• ADA &amp; Accessibility</li> </ul>	<p><b>Lifeguard &amp; Emergency Equipment</b></p> <ul style="list-style-type: none"> <li>• Chairs</li> <li>• Training</li> <li>• Uniforms</li> <li>• Rescue Equipment</li> <li>• Safety Devices</li> <li>• Defibrillators</li> <li>• ID, Tickets &amp; Wristbands</li> </ul>	<p><b>Spraygrounds &amp; Splash Pads</b></p> <ul style="list-style-type: none"> <li>• Shade Structures &amp; Pavilions</li> <li>• Furniture &amp; Amenities</li> <li>• Restrooms &amp; Concessions</li> <li>• Control Systems</li> <li>• Cleaning Equipment</li> </ul>	<p><b>Beaches &amp; Waterfront Recreation</b></p> <ul style="list-style-type: none"> <li>• Docks</li> <li>• Decks</li> <li>• Bridges</li> <li>• Beach Cleaners</li> <li>• Shade</li> <li>• Lifeguard Equipment</li> <li>• Floating/Diving Platforms</li> <li>• Racing Lanes</li> <li>• Amenities</li> </ul>
<p><b>May</b></p> <p><b>Playgrounds &amp; Recreation</b></p> <p><u>Special Section:</u> <u>Spring PowerCard Series!</u></p> <p>Edit Deadline: 02/16/12 Ad Deadline: 03/16/12 Materials Deadline: 03/23/12</p>	<p><b>Aquatics Play</b></p> <ul style="list-style-type: none"> <li>• Zero Depth</li> <li>• Splashpads</li> <li>• Waterparks</li> <li>• Spraygrounds</li> <li>• Water Slides</li> </ul>	<p><b>Action Sports</b></p> <ul style="list-style-type: none"> <li>• Climbing Walls</li> <li>• Challenge Courses</li> <li>• Zip Lines</li> <li>• Ropes Courses</li> </ul>	<p><b>Playgrounds</b></p> <ul style="list-style-type: none"> <li>• Amenities</li> <li>• Safety Surfacing</li> </ul>	<p><b>Baseball &amp; Softball Equipment</b></p> <ul style="list-style-type: none"> <li>• Infield Groomers</li> <li>• Marking Equipment</li> <li>• Sports Turf Mowers/Strippers</li> <li>• Scoreboards</li> <li>• Soil Amendments</li> <li>• Drying Agents</li> <li>• Lights</li> <li>• Bases</li> <li>• Irrigation &amp; Drainage</li> <li>• Fertilizers &amp; Control Products</li> </ul>
<p><b>June</b></p> <p><b>Park Maintenance</b></p> <p>Edit Deadline: 03/16/12 Ad Deadline: 04/16/12 Materials Deadline: 04/23/12</p>	<p><b>Water Chemistry &amp; Quality</b></p> <ul style="list-style-type: none"> <li>• Controllers (Chemical &amp; Mechanical)</li> <li>• Chlorination</li> <li>• Ozone Systems</li> <li>• Heaters</li> </ul>	<p><b>Day Camps</b></p> <ul style="list-style-type: none"> <li>• Programming</li> <li>• Facilities</li> <li>• Registration</li> <li>• Staffing</li> </ul>	<p><b>Forestry, Trails &amp; Pavilions</b></p> <ul style="list-style-type: none"> <li>• Mowing &amp; Trimming</li> <li>• Utility Vehicles</li> <li>• Waste Receptacles</li> <li>• Docks, Decks &amp; Bridges</li> <li>• Restroom</li> <li>• Lighting</li> <li>• ATV Trails</li> </ul>	<p><b>Multi-Use Fields</b></p> <ul style="list-style-type: none"> <li>• Natural Turf</li> <li>• Synthetic Turf</li> <li>• Football</li> <li>• Lacrosse</li> <li>• Soccer</li> <li>• Drainage</li> <li>• Restrooms, Concessions</li> <li>• Scoreboards, Lights</li> <li>• Bleachers, Seating</li> </ul>

\*Bulleted items are samples of the editorial to be covered in any particular issue

Issue	Everything H2O	Athletic + Recreation Programming	Parks + Playgrounds	Grounds + Sports Turf
<b>July</b>				
<b>Waterparks &amp; Spraygrounds</b> Edit Deadline: 04/13/12 Ad Deadline: 05/18/12 Materials Deadline: 05/25/12	<b>Waterparks &amp; Spraygrounds</b> <ul style="list-style-type: none"> <li>• ID Systems (Tickets, Wristbands)</li> <li>• Drainage &amp; Gutters</li> <li>• Furniture &amp; Amenities</li> <li>• Restrooms &amp; Concessions</li> <li>• Lifeguarding &amp; Emergency Equipment</li> </ul>	<b>Senior Programs</b> <ul style="list-style-type: none"> <li>• Accessibility</li> <li>• Aquatic Activities</li> <li>• Sports Leagues</li> <li>• Arts, Crafts &amp; Games</li> <li>• Events/Clubs</li> </ul>	<b>Shade Structures</b> <ul style="list-style-type: none"> <li>• Awnings</li> <li>• Canopies &amp; Tents</li> <li>• Umbrellas</li> <li>• Shelters &amp; Pavilions</li> </ul>	<b>Tennis Complexes &amp; Tracks</b> <ul style="list-style-type: none"> <li>• Benches &amp; Seating</li> <li>• Surfacing                             <ul style="list-style-type: none"> <li>– Clay, Cushioned, Hard</li> <li>– Indoor Poured</li> </ul> </li> <li>• Re-surfacing</li> <li>• Fencing</li> <li>• Lighting</li> <li>• Nets &amp; Netting</li> <li>• Restrooms &amp; Concessions</li> </ul>
<b>August</b>				
<b>Restrooms &amp; Locker Rooms</b> Edit Deadline: 05/14/12 Ad Deadline: 06/15/12 Materials Deadline: 06/25/12	<b>Restrooms &amp; Locker Rooms</b> <ul style="list-style-type: none"> <li>• Accessories</li> <li>• Laundry &amp; Towels</li> <li>• Saunas</li> <li>• Showers</li> <li>• Toilet Comp/Toilets</li> <li>• Waste Receptacles</li> </ul>	<b>Exercise Programs</b> <ul style="list-style-type: none"> <li>• Cardio/Aerobic</li> <li>• Strength, Resistance</li> <li>• Therapeutic/Rehab</li> </ul>	<b>Outdoor Structures</b> <ul style="list-style-type: none"> <li>• Shade Structures</li> <li>• Gazebos</li> <li>• Pavilions</li> <li>• Restrooms</li> </ul>	<b>Dogparks</b> <ul style="list-style-type: none"> <li>• Fencing</li> <li>• Lighting</li> <li>• Pet Waste</li> </ul>
<b>September</b>				
<b>Park Maintenance</b> Edit Deadline: 06/15/12 Ad Deadline: 07/19/12 Materials Deadline: 07/26/12 <a href="#">Special Section:</a> <a href="#">Fall PowerCard Series!</a> <a href="#">Bonus Circulation:</a> - ASLA Annual Conference	<b>Filter &amp; Filtration Systems</b> <ul style="list-style-type: none"> <li>• Alternative</li> <li>• Elements &amp; Covers</li> <li>• Replacement Parts</li> <li>• Rock &amp; Silica Sand</li> <li>• Separation Tanks</li> </ul>	<b>Special Needs</b> <ul style="list-style-type: none"> <li>• Programming</li> <li>• Accessibility</li> <li>• Aquatic Activities</li> <li>• Sports Leagues</li> <li>• Arts, Crafts &amp; Games</li> </ul>	<b>Playgrounds</b> <ul style="list-style-type: none"> <li>• Amenities</li> <li>• Surfacing</li> <li>• Indoor Structures/Facilities</li> </ul>	<b>Athletic Field Maintenance</b> <ul style="list-style-type: none"> <li>• Turf                             <ul style="list-style-type: none"> <li>– Seeding &amp; Aerating</li> <li>– Mowing &amp; Grooming</li> <li>– Irrigation &amp; Control</li> </ul> </li> <li>• Synthetic Turf</li> <li>• Amenities</li> <li>• Accessibility</li> </ul>
<b>October</b>				
<b>Annual Buyer's Guide Issue</b> Edit Deadline: 07/13/12 Ad Deadline: 08/17/12 Materials Deadline: 08/24/12 <a href="#">Bonus Circulation:</a> - NRPA Congress	<b>Pools &amp; Spas</b> <ul style="list-style-type: none"> <li>• Cleaning Equipment</li> <li>• Coatings (Fiberglass &amp; Paint)</li> <li>• Covers &amp; Accessories</li> <li>• Decking &amp; Flooring</li> <li>• Dehumidifiers</li> <li>• Heaters</li> <li>• Enclosures</li> <li>• Lighting</li> <li>• Liners</li> </ul>	<b>Special Events</b> <ul style="list-style-type: none"> <li>• Food Service</li> <li>• Concessions</li> <li>• Sound Systems</li> <li>• Lighting</li> <li>• Stages</li> <li>• Tickets &amp; Wristbands</li> <li>• Seating</li> </ul>	<b>Action Sports</b> <ul style="list-style-type: none"> <li>• Climbing Walls</li> <li>• Challenge Courses</li> <li>• Zip Lines</li> <li>• Ropes Courses</li> </ul>	<b>Irrigation &amp; Drainage</b> <ul style="list-style-type: none"> <li>• Control Systems</li> <li>• Equipment</li> <li>• Engineering Services</li> </ul>
<b>November</b>				
<b>Play &amp; Recreation</b> Edit Deadline: 08/16/12 Ad Deadline: 09/20/12 Materials Deadline: 09/27/12	<b>Aquatic Centers &amp; Natatoriums</b> <ul style="list-style-type: none"> <li>• Access Products                             <ul style="list-style-type: none"> <li>– Accessibility (Disabled)</li> <li>– Grab Rails, Ladders</li> </ul> </li> <li>• Commercial Pool Products</li> <li>• ID, Tickets &amp; Wristbands</li> </ul>	<b>Fitness &amp; Recreation Centers</b> <ul style="list-style-type: none"> <li>• Cardio/Aerobics</li> <li>• Strength, Resistance</li> <li>• Therapeutic</li> <li>• Basketball Products</li> <li>• Bleachers/Seating</li> <li>• HVAC</li> <li>• Scoreboards/Lights</li> <li>• Indoor Sports Surfacing</li> </ul>	<b>Playgrounds</b> <ul style="list-style-type: none"> <li>• Amenities</li> <li>• Safety Surfacing</li> </ul>	<b>Multi-Use Fields</b> <ul style="list-style-type: none"> <li>• Natural Turf</li> <li>• Synthetic Turf</li> <li>• Football</li> <li>• Lacrosse</li> <li>• Soccer</li> <li>• Drainage</li> <li>• Restrooms, Concessions</li> <li>• Scoreboards, Lights</li> <li>• Bleachers, Seating</li> </ul>
<b>December</b>				
<b>Facility Maintenance</b> <a href="#">Special Section:</a> <a href="#">Architectural Showcase</a> Edit Deadline: 09/14/12 Ad Deadline: 10/19/12 Materials Deadline: 10/24/12	<b>Restrooms, Locker Rooms &amp; Facility Maintenance</b> <ul style="list-style-type: none"> <li>• Accessories</li> <li>• Laundry &amp; Towels</li> <li>• Saunas</li> <li>• Showers</li> <li>• Toilet Comp/Toilets</li> <li>• Waste Receptacles</li> </ul>	<b>Food Service &amp; Concessions</b> <ul style="list-style-type: none"> <li>• Food Prep</li> <li>• Equipment</li> <li>• Special Events</li> <li>• Accommodations</li> </ul>	<b>Park Maintenance – Green Solutions</b> <ul style="list-style-type: none"> <li>• Shade Structures</li> <li>• Playgrounds</li> <li>• Permanent Restrooms</li> <li>• Trails</li> <li>• Lighting</li> <li>• Site Amenities</li> <li>• Power Tools</li> </ul>	<b>Tennis &amp; Basketball Courts</b> <ul style="list-style-type: none"> <li>• Benches &amp; Seating</li> <li>• Surfacing                             <ul style="list-style-type: none"> <li>– Clay, Cushioned</li> <li>– Hard, Indoor Poured</li> </ul> </li> <li>• Synthetic Turf</li> <li>• Re-surfacing</li> <li>• Fencing</li> <li>• Lighting</li> <li>• Nets &amp; Netting</li> <li>• Restrooms &amp; Concessions</li> </ul>

\*Bulleted items are samples of the editorial to be covered in any particular issue

Issue	Residential	Commercial	Government	Private
<b>January/February</b>				
<b>Campus Design</b> Edit Deadline: 10/4/11 Ad Deadline: 12/9/11 Materials Deadline: 12/16/11 <u>Bonus Circulation:</u> - ACA National - STMA Conference & Exhibition (Long Beach, CA)	<b>Water Assets &amp; Challenges</b> <ul style="list-style-type: none"> <li>• Drainage &amp; Stormwater Management</li> <li>• Irrigation</li> <li>• Fountains</li> </ul>	<b>Retaining Walls</b> <ul style="list-style-type: none"> <li>• Fencing</li> <li>• Gates</li> </ul>	<b>Campus Design</b> <ul style="list-style-type: none"> <li>• Landscapes</li> <li>• Sports Facilities</li> <li>• Ball Fields</li> <li>• Safety Surfacing</li> </ul>	<b>Masonry</b> <ul style="list-style-type: none"> <li>• Paving Materials</li> <li>• Stone</li> <li>• Decks</li> <li>• Docks</li> <li>• Bridges</li> </ul>
<b>March/April</b>				
<b>Golf Course Design</b> Edit Deadline: 12/1/11 Ad Deadline: 2/6/12 Materials Deadline: 2/13/12 <u>Bonus Circulation:</u> - ACA Tri-State	<b>Plants &amp; Pest Control</b> <ul style="list-style-type: none"> <li>• Soils</li> <li>• Planters</li> <li>• Invasive Species</li> <li>• Chemicals</li> <li>• Spring Bulbs, Annuals &amp; Perennials</li> </ul>	<b>Maintenance</b> <ul style="list-style-type: none"> <li>• Trash Receptacles</li> <li>• Planters</li> <li>• Bike Racks</li> </ul>	<b>Urban Parks</b> <ul style="list-style-type: none"> <li>• Signage</li> <li>• Kiosks</li> <li>• Trail Markers</li> <li>• Message Boards</li> <li>• Maps</li> </ul>	<b>Golf Course Design</b> <ul style="list-style-type: none"> <li>• Country Clubs</li> <li>• Flooring</li> <li>• Restrooms</li> <li>• Decorative Trim</li> <li>• Interior Façade Products</li> <li>• Sod &amp; Grasses</li> </ul>
<b>May/June</b>				
<b>Water Features &amp; Irrigation</b> Edit Deadline: 2/3/12 Ad Deadline: 4/6/12 Materials Deadline: 4/13/12	<b>Pools</b> <ul style="list-style-type: none"> <li>• Water-Bourne Diseases</li> <li>• Water Conservation</li> <li>• Shade Trees</li> </ul>	<b>Water Parks</b> <ul style="list-style-type: none"> <li>• Shade Structures</li> <li>• Amenities</li> <li>• Slip-Resistant Flooring</li> <li>• Tropical Plants</li> </ul>	<b>Splash Pads &amp; Spraygrounds</b> <ul style="list-style-type: none"> <li>• Furniture &amp; Amenities</li> <li>• Restrooms &amp; Concessions</li> </ul>	<b>Water Features</b> <ul style="list-style-type: none"> <li>• Fountains</li> <li>• Irrigation</li> <li>• Reclaimed Water</li> <li>• Lighting</li> </ul>
<b>July/August</b>				
<b>Preservation &amp; Restoration</b> Edit Deadline: 4/5/12 Ad Deadline: 6/4/12 Materials Deadline: 6/11/12	<b>Retaining Walls</b> <ul style="list-style-type: none"> <li>• Fencing</li> <li>• Gates</li> <li>• Masonry &amp; Brick</li> </ul>	<b>Furniture</b> <ul style="list-style-type: none"> <li>• Benches</li> <li>• Tables</li> <li>• Trash Receptacles</li> <li>• Bike Racks</li> <li>• Planters</li> <li>• Kiosks</li> </ul>	<b>Historic Preservation &amp; Restoration</b> <ul style="list-style-type: none"> <li>• Embellishments</li> <li>• Signage</li> <li>• Decorative Glass</li> <li>• Lighting</li> <li>• Exterior Materials</li> <li>• Adaptive Reuse</li> </ul>	<b>Surfacing Materials</b> <ul style="list-style-type: none"> <li>• Concrete</li> <li>• Basketball Courts</li> <li>• Tennis Courts</li> </ul>
<b>September/October</b>				
<b>Park Design</b> Edit Deadline: 6/1/12 Ad Deadline: 8/03/12 Materials Deadline: 8/10/12 <u>Bonus Circulation:</u> - ASLA Annual Conference - NRPA Congress	<b>Flooring</b> <ul style="list-style-type: none"> <li>• Paving Materials</li> <li>• Stone &amp; Gravel</li> <li>• Decks &amp; Decking</li> <li>• Mulch</li> </ul>	<b>Irrigation &amp; Drainage</b> <ul style="list-style-type: none"> <li>• Stormwater Management</li> <li>• Water Conservation</li> <li>• Erosion Control</li> </ul>	<b>Park Design</b> <ul style="list-style-type: none"> <li>• Playground Equipment</li> <li>• Site Amenities</li> <li>• Site Furnishings</li> <li>• Invasive Species &amp; Native Plants</li> <li>• Shade Structures</li> </ul>	<b>Healing Gardens</b> <ul style="list-style-type: none"> <li>• Water Features</li> <li>• Benches</li> <li>• Signage</li> </ul>
<b>November/December</b>				
<b>Green Issue</b> Edit Deadline: 8/2/12 Ad Deadline: 10/05/12 Materials Deadline: 10/12/12	<b>Sustainable Products</b> <ul style="list-style-type: none"> <li>• Lighting</li> <li>• Design</li> <li>• Pools</li> </ul>	<b>Lighting</b> <ul style="list-style-type: none"> <li>• Decorative</li> <li>• LED</li> <li>• Daylighting</li> </ul>	<b>Memorials</b> <ul style="list-style-type: none"> <li>• Signage &amp; Markers</li> <li>• Maps</li> <li>• Trails &amp; Paths</li> </ul>	<b>Streetscapes &amp; Parking Lots</b> <ul style="list-style-type: none"> <li>• Bollards</li> <li>• Poles</li> <li>• Lighting</li> </ul>

\*Bulleted items are samples of the editorial to be covered in any particular issue

To help you truly maximize the "Rule of Three," we now offer these affordable combination plans:

**1 Buy More Than One, Save A Ton!**  
Choose two of our three markets and save an additional 10% (above and beyond your combined frequency discount) on ALL your ads in the magazine with the lowest circulation.

**2 Buy Three, Get Stuff For FREE!**  
Choose all three markets and save 10% on all insertions in the two lowest circulation books AND add two of the following to your schedule for no additional charge:

- Horizontal or Square Banner Ad (entire ad network)
- Add video to your Buyer's Guide listing
- Add Featured Status to your Buyer's Guide Listing
- Add a 10-picture photo gallery to your Buyer's Guide listing
- Add a downloadable document (brochure, order form, spec sheet) to your Buyer's Guide listing
- One free email promotion to the market of your choice
- One free use of our subscriber mail list
- One free bid package

2012 PRICING & POLICIES  
STAND-ALONE RATES

Think three's a crowd? No worries. We'll gladly schedule an ad program for just one of our audiences.

CAMP BUSINESS DISPLAY AD RATES

Black & White Rates (per insertion)	1x	3x	6x	12x
2-Page Spread	\$5,953	\$4,961	\$4,510	\$4,100
Full page	\$2,977	\$2,481	\$2,255	\$2,050
2/3 pg	\$2,084	\$1,736	\$1,579	\$1,435
1/2 pg	\$1,563	\$1,302	\$1,184	\$1,076
1/3 pg	\$1,042	\$868	\$789	\$718
1/4 pg*	see 4-color rates			
1/6 pg	\$794	\$661	\$601	\$547
Business Card*	\$372	\$310	\$282	\$256

Four-Color Rates# (per insertion)	1x	3x	6x	12x
2-Page Spread	\$8,857	\$7,381	\$6,710	\$6,100
Full page	\$4,429	\$3,691	\$3,355	\$3,050
2/3 pg	\$3,536	\$2,946	\$2,679	\$2,435
1/2 pg	\$3,015	\$2,512	\$2,284	\$2,076
1/3 pg	\$2,131	\$1,776	\$1,614	\$1,468
1/4 pg*	\$1,035	\$862	\$784	\$713
1/6 pg	\$1,012	\$843	\$766	\$697
Business Card*	\$517	\$431	\$392	\$356

Guaranteed Covers—Add 10%  
\* All Business Card and 1/4-page ads run in four-color and only in the Supplier Showcase section.  
# All colors must be CMYK process. No Pantone or RGB colors.

PRB (PARKS & REC BUSINESS) DISPLAY AD RATES

Black & White Rates (per insertion)	1x	3x	6x	12x
2-Page Spread	\$7,896	\$6,580	\$5,982	\$5,438
Full page	\$3,948	\$3,290	\$2,991	\$2,719
2/3 pg	\$2,764	\$2,303	\$2,094	\$1,903
1/2 pg	\$2,073	\$1,727	\$1,570	\$1,427
1/3 pg	\$1,382	\$1,151	\$1,047	\$952
1/4 pg*	see 4-color rates			
1/6 pg	\$1,053	\$877	\$798	\$725
Business Card**	\$493	\$411	\$374	\$340

Four-Color Rates# (per insertion)	1x	3x	6x	12x
2 Page Spread	\$10,800	\$9,000	\$8,182	\$7,438
Full page	\$5,400	\$4,500	\$4,091	\$3,719
2/3 pg	\$4,216	\$3,513	\$3,194	\$2,903
1/2 pg	\$3,525	\$2,937	\$2,670	\$2,427
1/3 pg	\$2,471	\$2,059	\$1,872	\$1,702
1/4 pg*	\$1,277	\$1,064	\$968	\$880
1/6 pg	\$1,271	\$1,059	\$963	\$875
Business Card*	\$639	\$532	\$484	\$440

Guaranteed Covers—Add 10%  
\* All Business Card and 1/4-page ads run in four-color and only in the Supplier Showcase section.  
# All colors must be CMYK process. No Pantone or RGB colors.

LANDSCAPE ARCHITECT BUSINESS DISPLAY AD RATES

Black & White Rates (per insertion)	1x	3x	6x	12x
2-Page Spread	\$7,780	\$6,483	\$5,894	\$5,358
Full page	\$3,890	\$3,242	\$2,947	\$2,679
2/3 pg	\$2,723	\$2,269	\$2,063	\$1,875
1/2 pg	\$2,042	\$1,702	\$1,547	\$1,406
1/3 pg	\$1,361	\$1,135	\$1,031	\$938
1/4 pg*	see 4-color rates			
1/6 pg	\$1,037	\$864	\$786	\$714
1/8 pg	\$486	\$405	\$368	\$335
Business Card**	\$486	\$405	\$368	\$335

Four-Color Rates# (per insertion)	1x	3x	6x	12x
2-Page Spread	\$10,684	\$8,903	\$8,094	\$7,358
Full page	\$5,342	\$4,452	\$4,047	\$3,679
2/3 pg	\$4,175	\$3,479	\$3,163	\$2,875
1/2 pg	\$3,494	\$2,912	\$2,647	\$2,406
1/3 pg	\$2,450	\$2,042	\$1,856	\$1,688
1/4 pg*	\$1,118	\$931	\$847	\$770
1/6 pg	\$1,255	\$1,046	\$951	\$864
1/8 pg*	\$631	\$526	\$478	\$435
Business Card**	\$631	\$526	\$478	\$435

Guaranteed Covers—Add 10%  
\* All 1/4-page and 1/8-page ads run in four-color and only in the Supplier Showcase section.  
\*\* All Business Card ads run in our Classified section.  
# All colors must be CMYK process. No Pantone or RGB colors.

**SPECIAL MARKETING PROGRAMS**

**Business Reply Cards—Special discount for April and/or October issues:**

Four-Color front/Black-White back: 1X – \$980, 2X – \$885.

**Buyer’s Guide Listing (print & online):**

\$250 (advertiser)/\$500 (non-advertiser)

**Text Classifieds:**

\$125 per month. Add logo—\$50 per issue

**Direct Marketing—Mail List Rental or Email Blast:**

Mail List Rental:

\$200/1,000 names (advertiser) • \$300/1,000 (non-advertiser)

Email Marketing:

\$250/1,000 names (advertiser) • \$300/1,000 (non-advertiser)

**Inserts & Polybags:**

Inserts and polybags are quoted individually. Please call your Account Executive at 866-444-4216 for a quote.

**Internet & Digital Advertising:**

Horizontal Banner Ads:

\$500 per month (whole network), \$400 (individual site)

**Square Banner Ads:**

Digital Edition Email:

Skyscraper: \$500 per ad/Logo & Link: \$375 per ad

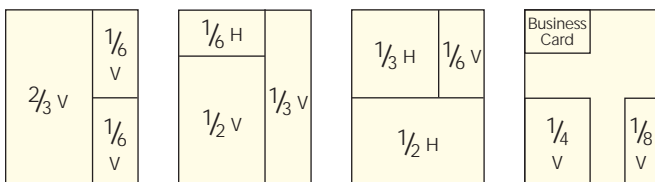
Additional programs are available. Please call your Account Executive at 866-444-4216 for more information and a quote.

**ADVERTISING INFORMATION**

**Mechanical Requirements:**

- Full-Page Trim: 8" x 10.75" • Three columns per page.
- **Please Note:** If your full-page ad bleeds off the page, be sure to extend all bleed edges 1/8" to allow for proper trimming (Full page with bleed dimensions: 8.25" x 11"). It is recommended to leave at least 1/4-1/2" between "live" text and trim edges of the ad to allow for a safe area when the ad is trimmed.

Ad Size	Width (In.)	Height (In.)
• Full-Page Bleed – Trim Size (add bleed – see note above) .....	8	x 10.75
• Full Page (non-bleed).....	7	x 10
• 2/3 Page (vertical).....	4.625	x 10
• 1/2 Page (vertical).....	4.625	x 7.375
• 1/2 Page (horizontal) .....	7	x 4.875
• 1/3 Page (vertical) .....	2.25	x 10
• 1/3 Page (horizontal) .....	4.625	x 4.875
• 1/4 Page (vertical – Supplier Showcase).....	3.5	x 4.875
• 1/6 Page (vertical) .....	2.25	x 4.875
• 1/6 Page (horizontal) .....	4.625	x 2.375
• 1/8 Page (vertical – LAB Showcase only).....	1.65	x 4.875
• Business Card (horizontal) .....	3.5	x 2



**Advertising Materials:**

Northstar Publishing, Inc.

Attn: Al Holappa

1518 East Superior Street, Duluth, MN 55812

Phone: 218-724-2943

Fax: 218-724-4309

Toll Free: 866-724-2943

Email: al@northstarpubs.com

**Electronic File Requirements:**

We accept several types of electronic files. Please contact our Advertising Production Coordinator (866-444-4216) or visit [www.northstarpubs.com](http://www.northstarpubs.com) for more information.

**Inserts & Polybag Materials:**

Please contact your Account Executive for specifications and shipping instructions.

**ADVERTISING POLICIES**

**Terms:**

Net 30 days after invoice. Advertising is invoiced on day of issuance. Late charge of 1.5 percent per month automatically added on the first day of the second month after invoice date. Discounts and/or commissions are automatically charged back on the first day of the third month after the invoice date.

**Collections:**

Should advertiser and/or agency default on payments of advertising bills, advertiser and/or agency become responsible for collection fees and/or attorney fees. If an agency defaults on a payment, advertiser will be held responsible for total due.

**Miscellaneous:**

1. Publisher reserves the right to accept, reject or edit any copy not in keeping with the standards of PRB, CB, and LAB.
2. Publisher reserves the right to accept or reject any advertisement for any reason.
3. Advertiser and/or advertising agency assumes all liability for printed advertisements in PRB, CB, and LAB.
4. When entire schedule of contract is not used, advertiser will be short-rated and billed the difference. Advertiser will be billed at the current one-time rate when multiple insertion contracts and/or insertion orders are not on file with the publisher. Advertiser has the option to revise contract to increase or decrease the frequency rate. In the event of a contract revision, advertiser will either be short-rated or credited, depending on the actual earned space used or to be used.
5. Proper notification will be given before rate changes. Contracts made before rate changes will be billed at the contract rate.

**CampBusiness**  
The #1 Resource for Camp Professionals

**PRB**  
Parks & Rec Business  
Common Sense Solutions to Everyday Problems

**Landscaper Architect Business**  
From blueprints to footprints