

Ground

Landscape
Architect
Quarterly

medica kit

2018

**Ground :Landscape
Architect Quarterly, a
magazine produced by the
Ontario Association of
Landscape Architects,
provides an open forum for
the exchange of ideas and
information related to the
profession of landscape
architecture.**

Ground: Landscape Architect Quarterly Readership

Ground: Landscape Architecture Quarterly is distributed to over 2,500 readers. This readership is primarily comprised of members of the Ontario Association of Landscape Architects (OALA). These members use the magazine as a means of keeping up with industry advances and news. OALA members are often in the position of specifying products for installation into landscapes, and use **Ground** as a resource when considering product selection.

Ground is also distributed to all Landscape Architecture Students across the province, as well as to government MPs and MPPs.

Every issue of **Ground** is available for free download through the OALA website, and as such, your advertisements have an extended life online.



01

01—

Ground 06

CSLA Awards of Excellence
Summer 2009

Ground recently won the CSLA National Merit award with the jury commenting:

“A superior design publication that helps promote Canadian landscape architecture and brings pride to the profession. Sophisticated graphic design and smart writing—it’s a great public relations tool and an enjoyable read. The jury recommends a much wider circulation.”



03



04

03—

Ground 03

CSLA Awards of Excellence
Summer 2008

04—

Ground 01

North Design Office
Spring 2008



02

02—

Ground 09

The Water Issue
Spring 2010



05

07—
Ground 01
 Art + Landscape Architecture
 Spring 2008

08—
Ground 03
 The Awards Issue
 Summer 2008



07



08



06

05—
Ground 14
 Productive Landscapes Issue
 Summer 2011

06—
Ground 13
 The Parks Issue
 Spring 2011

09—
Ground 12
 Learning from
 Landscapes Issue
 Winter 2011

10—
Ground 12
 Learning from
 Landscapes Issue
 Winter 2011



09



10

Ad Specifications & Sizes

2 Page Spread: width X height

Trim: 18"w x 11.75"h

With bleed: 18.5"w x 12.25"h

Live area: 17.5"w x 11.25"h

Gutter area: 0.75" both sides of gutter.

1 Page: width X height

Trim: 9"w x 11.75"h

With bleed: 9.5"w x 12.25"h

Live area: 8.5"w x 11.25"h

Gutter area: 0.75" gutter side.

Half Page horizontal: width X height

8.5"w x 5.5"h

Half Page vertical: width X height

4.125"w x 11.25"h

Quarter Page: width X height

4.125"w x 5.5"h

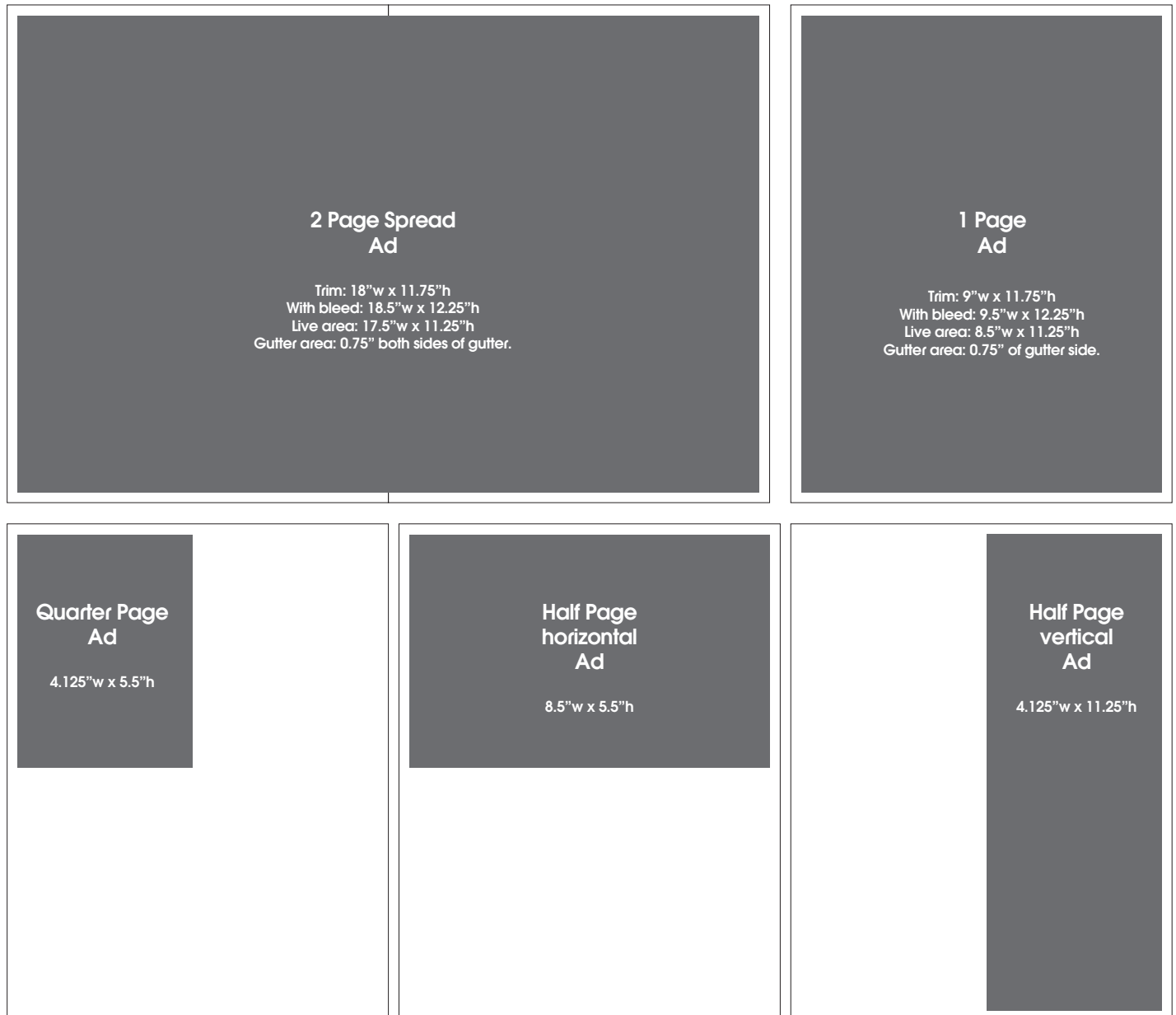
Please see examples of ad sizes on the following page.

Advertising Rates

Ad Sizes (Price per consecutive issue)	1 Issue	2 Issue	4 Issue
2 Page Spread:	\$3,850	\$3,667	\$3,500
1 Page:	\$2,008	\$1,912	\$1,825
Half Page horizontal:	\$1,100	\$1,048	\$1,000
Half Page vertical:	\$1,100	\$1,048	\$1,000
Quarter Page:	\$622	\$592	\$565
Inside Front Cover	\$2,475	\$2,357	\$2,250
Inside Back Cover	\$2,475	\$2,357	\$2,250
Back Cover	\$3,108	\$2,960	\$2,825

Applicable taxes will apply to all rates (not included in above listings). All ads must be paid in full prior to printing in order to be included in that issue. The OALA reserves the right to decline advertising at its discretion. Please contact the **OALA Coordinator** with any questions: advertising@oala.ca, 416.231.4181 x2

Ad Specifications & Sizes



File Specifications & File formats

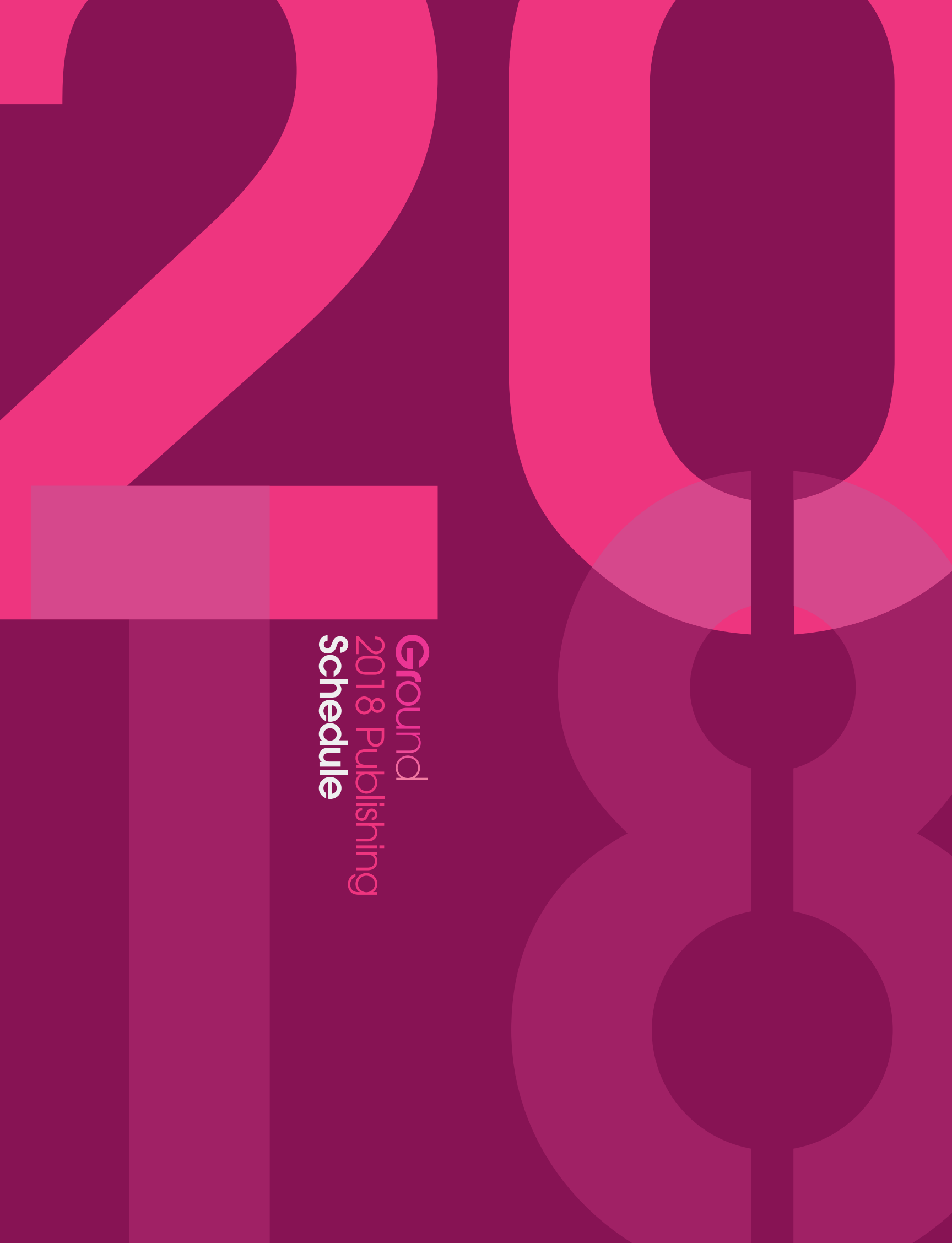
Advertisements should be submitted as **size-as**, camera-ready art at a resolution of **300 dpi** and in **CMYK** colour mode. **TIFF files** are recommended.

Illustrator EPS files (text converted to outlines) and **PDF files** are also acceptable.

All ads will be printed in full colour. An accurate colour proof MUST accompany all ads. If no matchprint colour proof is supplied, Ground may, at its discretion, produce an appropriate proof, which may be billed back to the client.

FTP instructions are available upon request.

Advertisements requiring changes or supplied in formats other than outlined above is subject to production charges at prevailing rates.

The background features a complex pattern of overlapping circles and rounded rectangles in various shades of pink and magenta. A prominent horizontal bar, composed of a light pink segment on the left and a darker pink segment on the right, spans across the middle of the page. The text is positioned in the lower right quadrant of the page.

Ground
2018 Publishing
Schedule

2018 Publishing Schedule

Season Issue # Theme:	Deadline for advertising space reservations:	Artwork submission deadline:	Published date:
SPRING Ground 41 SHIFT	January 16, 2018	January 30, 2018	March 2018
SUMMER Ground 42 SOMATIC (THE BODY)	April 17, 2018	May 1, 2018	June 2018
FALL Ground 43 LEGACY	June 1, 2018	June 29, 2018	September 2018
WINTER Ground 44 STRESS	October 16, 2018	October 30, 2018	December 2018

Advertisement Order Form



To reserve your space, please fill out and return this form by
fax: 416.231.2679 or email: advertising@oala.ca

Advertisement

Ad booked by: _____
Signature: _____
Date: _____

Billing Information

Company / Organization: _____
Contact: _____
Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Fax: _____ Email: _____

Please select the type of ad you would like to purchase:

- 2 Page Spread
- 1 Page
- Half Page, horizontal
- Half Page, vertical
- Quarter Page
- Inside Front Cover (must call for availability)
- Inside Back Cover (must call for availability)
- Back Cover (must call for availability)

Please select the number of consecutive issue(s) that you would like to have your ad appear:

- 1 time — beginning with issue #
- 2 times — beginning with issue #
- 4 times — beginning with issue #

To guarantee the position of your ad, please contact the OALA for availability, and add 10%.

Please select payment option: Visa/Mastercard Invoice

If you provided your credit card information, you are there by authorizing the OALA to charge the credit card on the ad booking deadline of each issue.

Visa / Mastercard # _____ Expiry Date: _____ CVV #: _____

Authorized Signature / Name on Card: _____

Cancellation Policy
Cancellations on advertising orders must be confirmed in writing, and made within seven (7) days after the order submission is confirmed. Any cancellations after seven (7) days will incur the full insertion cost and will be invoiced/charged. After the ad booking deadline(see schedule in Media Kit), advertising orders are non-cancellable.

Invoices are prepared on the ad booking deadline for each issue, and are due within 30 days of the invoice date.