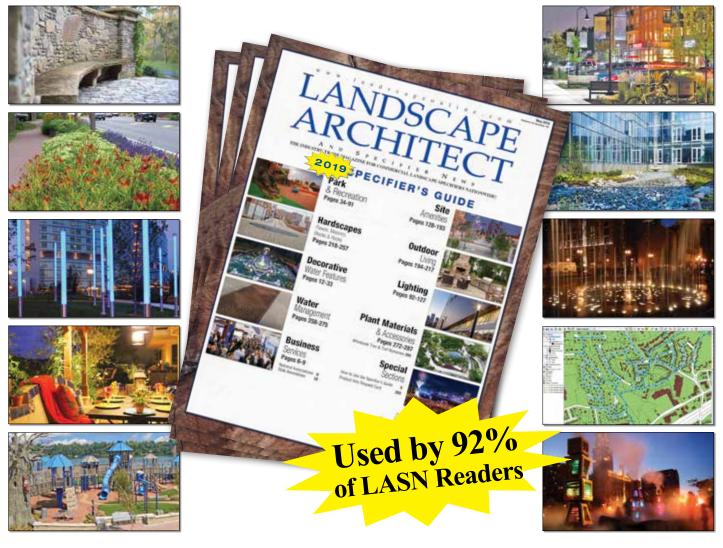


## Advertising Prospectus for LASN's Annual May Specifier's Guide



Reach Key Decision Makers with the #1 PRODUCT DIRECTORY

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

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



- 1 <u>With every ad placed</u> you receive a **Free full-color 1/8 page "Lead Generator"** product profile, with your **Phone Number**, your **Web Address**, a link to your website and a **reference** to "See your ad(s) on page . . ."
- 2 All "Lead Generators" are **placed by Product Category** and easily referenced in each section's Table of Contents.
- 3 Double or triple your exposure! Just ask your sales rep for special multiple lead generator packages.
- 4 All ads are placed in size order in your specific 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.
- 5 Every Full Page Advertiser also receives their logo at the top of their section.

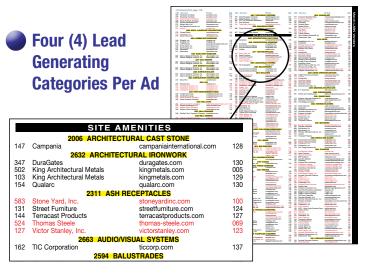
### **YOUR VALUE ADDED EXPOSURES**



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