



ASSOCIATION OF OUTDOOR LIGHTING PROFESSIONALS

**ADVERTISE**WithUs

[WWW.AOLPONLINE.ORG](http://WWW.AOLPONLINE.ORG) | 717-238-2504 | [ADS@AOLPONLINE.ORG](mailto:ADS@AOLPONLINE.ORG)



# About **AOLP**

The Association of Outdoor Lighting Professionals' mission is to promote and advance the landscape and architectural lighting industry for lighting designers and installers, distributors and business-to-business manufacturers.



Our members include some of the most recognizable names in the industry. They are passionate about lighting and are willing to share their knowledge and experience. Join us and take your business to the next level.

AOLP members include contractors, design firms, architect firms, electrical companies, distributors and manufacturers across the U.S. and Canada. We have professionals who have been in the lighting industry for many years, and we also have students who are just starting their careers.

We Know **LIGHTING**



# MEDIA Channels

Take advantage of one, a few or all of these great outlets to market your products and services to outdoor lighting professionals!



## LightLines E-Newsletter

This quarterly publication is distributed electronically to all members and published in the members-only section of the AOLP website. The e-newsletter contains editorial features, industry news, member activities and information on upcoming AOLP events. By advertising in *LightLines*, you can be assured that your message will be delivered directly to all AOLP members' inboxes. If you want to reach AOLP members on a regular basis, this is the tool to use.

## Product Spotlight and E-Blasts

Place an advertorial in *LightLines* or choose to distribute your message via our monthly e-blasts. The product spotlight advertising option provides a platform to highlight your outdoor lighting products, introduce new products and educate an audience of faithful readers on the benefits of using your products or services. This is the advertising option for you if you want to make sure AOLP members know about your products!

## Web Advertising

AOLP has a beautiful, interactive website where AOLP members and the general public can go to find useful information on the outdoor lighting industry and the association. Web ads will run on the homepage of the site on a constant rotation cycle.



# ADVERTISING Opportunities

Advertising is for members only. For more information about membership, contact [membership@aolponline.org](mailto:membership@aolponline.org).

## LightLines Ads

Ad Sizes	Ad Dimensions	Ad Rates (per ad)			
		1x	2x	3x	4x
Full Page	7.5" w x 10" h	\$375	\$325	\$300	\$275
Half Page	7.5" w x 4.5" h	\$250	\$225	\$200	\$175
Quarter Page	3.5" w x 4.5" h	\$125	\$115	\$110	\$100

**Formatting, Color, Resolution:** *JPG, TIF & PDF files will be accepted. Ads are accepted in full color, spot color and black & white formats. All ads should be in a high resolution format (300 dpi) to ensure a quality image. E-blast ads should be 3.5" w x 4.5" h; Horizontal LightLines ads should be 13" w x 2.5" h.*

## Product Spotlight

(\$250 per spotlight, limited availability)

### Option #1: LightLines Article

Your product spotlight will be included as a featured article in the *LightLines* newsletter. There are a limit of 4 available per issue and only one per company, on a first-come, first-served basis. Each product spotlight is limited to one full-page. It can include up to 400 words and 3- 5 images/graphics.

### Option #2: Dedicated E-blast

Promote your product directly to AOLP members via a dedicated e-blast. Please note there is one Product Spotlight eblast per month and may include multiple manufacturers. All content provided to AOLP will be designed in an email marketing program and blasted to the full AOLP membership.

**Provide the following information:** *Product Name, Product Description (maximum of 300 words), Photos/Images: 1-2 images (file formats accepted: JPG, TIF & PNG), Company Logo (file formats accepted: JPG, TIF & PNG), Resolution: All images and logos should be in a high resolution format (300 dpi) to ensure a quality image.*

## Web Advertising

(\$100 per ad, minimum 3 month commitment)

Web ads will be visible from the homepage of [www.aolponline.org](http://www.aolponline.org) and will run on a constant rotation. This ad space is interactive and will be linked to your desired web page.

**Formatting, Color, Resolution:** *JPG, TIF & PDF files will be accepted. Ads are accepted in full color, spot color and black & white formats. All ads should be in a high resolution format (300 dpi) to ensure a quality image. Web ads should be 3.5" w x 4.5" h.*

# ADVERTISING Contract



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Acceptance of Terms for Advertisement

- AOLP advertising contract must be completed
- Ads are non-commissionable
- Any change in production of repeat or new ad copy will be subject to additional cost
- Net due 30 days; 1% interest after 30 days
- AOLP reserves the right to refuse or to edit any advertisement for any reason it deems necessary
- No refunds will be granted for cancellations of advertising after the stated deadlines for publication

I agree to the above Advertising Terms

Signature: \_\_\_\_\_ Date Completed: \_\_\_\_\_

## Payment Information

Please submit payment for all AOLP advertising below.

Total Amount: \$ \_\_\_\_\_

Method of Payment:  Check (payable to AOLP)  Visa  MasterCard  Discover  AmEx

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

**Advertising is for members only.** For more information about membership, contact [membership@aolponline.org](mailto:membership@aolponline.org). All advertising requirements (color, file type, word count, resolution, etc.) are listed underneath the appropriate ad categories on page 3 of this packet. To submit this contract, artwork, product spotlight/e-blast content, and for questions about AOLP advertising, please email [ads@aolponline.org](mailto:ads@aolponline.org).

### Please return this contract to:

AOLP, 2207 Forest Hills Harrisburg, PA 17112 or 717-238-9985 (fax) or [ads@aolponline.org](mailto:ads@aolponline.org)

Please visit [www.aolponline.org](http://www.aolponline.org) for our full refunds & returns policy.

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## LightLines Advertising

Ad Size

Ad Rate

Spring (Deadline February 1)

\_\_\_\_\_

\_\_\_\_\_

Summer (Deadline May 1)

\_\_\_\_\_

\_\_\_\_\_

Fall (Deadline August 1)

\_\_\_\_\_

\_\_\_\_\_

Winter (Deadline November 1)

\_\_\_\_\_

\_\_\_\_\_

Ad Sizes	Ad Dimensions	Ad Rates (per ad)			
		1x	2x	3x	4x
Full Page	7.5" w x 10" h	\$375	\$325	\$300	\$275
Half Page	7.5" w x 4.5" h	\$250	\$225	\$200	\$175
Quarter Page	3.5" w x 4.5" h	\$125	\$115	\$110	\$100

## LightLines Product Spotlight (\$250)

Space is limited to four product spotlights per issue, on a first-come, first-served basis.

My product spotlight should appear in the following issue(s):

Spring (Deadline February 1)

Summer (Deadline May 1)

Fall (Deadline August 1)

Winter (Deadline November 1)

## E-blast Product Spotlight (\$250)

Space is limited to one product spotlight email blast per month and may include multiple manufacturers.

My product spotlight e-blast should be sent during the following month(s):

January (Deadline December 15)

July (Deadline June 15)

February (Deadline January 15)

August (Deadline July 15)

March (Deadline February 15)

September (Deadline August 15)

April (Deadline March 15)

October (Deadline September 15)

May (Deadline April 15)

November (Deadline October 15)

June (Deadline May 15)

December (Deadline November 15)

## Web Advertising Spot (\$100 per month, minimum 3 month commitment)

Web Ad Duration: \_\_\_\_\_