



# California Landscape Contractors Association, Inc.

## SAN FERNANDO VALLEY CHAPTER

c/o El Dorado Communications, Inc. – John R. Hernandez, Editor

18466 Dragonera Drive, Rowland Heights, CA 91748-4718

PHONE (626) 715-1757 . FAX (866) 591-5093 . EMAIL: eldoradowriters@gmail.com

### **San Fernando Valley Businesses and Advertisers:**

***LET US REACH THE C-27 LANDSCAPE CONTRACTORS YOU'RE LOOKING FOR!***

Here is your **2022 San Fernando Valley Chapter Media Kit**. Our *Valleyscape Magazine* is the official newsletter of the San Fernando Valley Chapter of the California Landscape Contractors Association. It is published once a month with news and information for the landscape contractor. It also includes news of upcoming Green Industry events along with new product information and technical advice.

Our updated look and format as well as timely editorial and educational material, make the **VALLEYSCAPE Magazine** very appealing to our membership and extended circulation of licensed landscape contractors, architects and suppliers in the San Fernando and Santa Clarita Valleys. This provides your ad with a highly targeted audience and gives you good value for your advertising dollar.

- **Printed copies: 300 copies per month** for mailing and personal distribution at meetings and supplier locations. List includes all Chapter members, Green Industry VIPs, State Officers and other Chapter Presidents, advertisers and other interested landscape contractors wanting a hard copy.
- **Our email distribution list is continuing to grow each month**, and is currently sent out by the Chapter Office and eventually via Constant Contact. You may visit your current *Valleyscape Magazine* online issue at: [www.EldoradoCommunications.net](http://www.EldoradoCommunications.net)
- **Send us your email address and/or email contact list. We'll be happy to email each one of these persons a copy of SFV Valleyscape WITH YOUR AD IN IT!**
- **Advertisers: Readers who click onto your ad in our email version of this magazine will be linked to your website at no additional cost to you!**

Please place or renew your advertising in the *Valleyscape*. We depend on you, our advertisers, to make our Chapter Magazine possible.

Do you have something new happening at your company that you would like to tell our readers about? Just send us the information...we will be happy to run it FOR FREE in the *Valleyscape*. What a great way to promote your business!

Attached is a rate sheet and insertion order. Fill it out and fax, mail or email it to place or renew your advertising. Also, take this opportunity to email us new artwork, increase your ad size or upgrade to a color ad for greater effectiveness.

**Please call Editor John Hernandez at (626) 715-1757 with any questions on this or the attached information; or email John at: [eldoradowriters@gmail.com](mailto:eldoradowriters@gmail.com)**

Thank you for your continued support of CLCA!



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### 2022 VALLEYSCAPE INSERTION ORDER & CONTRACT

Please fill out and fax, mail or email to Editor John Hernandez (see above). See below for payment information.

COMPANY \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

CONTACT \_\_\_\_\_ Email \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COMPANY WEBSITE \_\_\_\_\_

**I authorize El Dorado Communications to insert my ad in the SFV Valleyscape on a  
\*\*monthly basis for one full year, or as specified:**

#### YEARLY COST 12 ISSUES

<input type="checkbox"/>	FULL PG-Back Cover <u>4-Color</u> (Add 1/4" bleed all around)	\$4,725
<input type="checkbox"/>	FULL PG – Inside <u>4-Color</u> (8 1/2" w * 11" h—add 1/4" bleed)	\$4,200
<input type="checkbox"/>	1/2 PG <u>Color</u> (Vert.—3 5/8" w * 9 5/8" h)	\$2,300
<input type="checkbox"/>	1/2 PAGE <u>Color</u> (Horiz.—7 1/2" w * 4 5/8" h)	\$2,300
<input type="checkbox"/>	1/4 PAGE <u>Color</u> (3 5/8" w * 4 5/8" h)	\$1,395
<input type="checkbox"/>	1/8 PAGE <u>Color</u> – Business Card (3 5/8" w * 2" h)	\$ 450

START DATE \_\_\_\_\_ **TOTAL PAYMENT: \$** \_\_\_\_\_

**\*\*Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 12 and multiply by number of months left in year. Ad Agencies: These rates are NET.**

CK INCLUDED WITH THIS ORDER (CK# \_\_\_\_\_)       BILL ME AT MY ADDRESS ABOVE

**Make checks payable to: El Dorado Communications, Inc. (NOT THE CHAPTER!)  
Mail to: Editor John R. Hernandez,  
18466 Dragonera Drive, Rowland Heights, CA 91748-4718**

**Technical Information:** Email ads in a TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC. Ads received outside of size requirements may be reformatted or cropped to fit as required. Email stories in MS Word if possible, to Editor John R. Hernandez at: [eldoradowriters@gmail.com](mailto:eldoradowriters@gmail.com)

**DEADLINE for ads and stories: 15<sup>th</sup> of the month prior to publication**

**\*\*\*Ask about special rates when advertising in more than one El Dorado Communications publication.**

**+++Ads must be paid in advance unless previous arrangements are made with the Editor. Any ad that remains unpaid for more than 2 issues without an agreement in place will be removed until the payment is resolved. Revised 1/6/2022**

**NOTE: I UNDERSTAND MY MONTHLY AD WILL RENEW AUTOMATICALLY EACH JANUARY, AND WILL CONTINUE TO RUN UNTIL I NOTIFY THE EDITOR+++**

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_