



Irrigation & Lighting

The business & technology
magazine for contractors

2023 MEDIA PLANNER

Irrigation & Lighting

The business & technology magazine for contractors

The industry is waiting —
Put your brand in the spotlight



Irrigation & Lighting, an **official magazine of the Irrigation Association**, is celebrating success as it marks its first full year of providing relevant, timely and accurate content for business owners in these two important landscape specialties. With the buzz this unique magazine is creating in the marketplace, now is the perfect time to be a part of this new publication.

In the past year, *Irrigation & Lighting* has demonstrated its commitment for these professionals with features and articles full of the information they need to do their best work. **As a product of the IA, the recognized authority in irrigation, and with access to experts in landscape lighting, the publication is a natural meeting place for professionals.** It includes projects like the annual Industry Outlook Survey and sprinkler and drop-in LED lamp comparison charts. Each issue provides useful information through expert insights and in-depth case studies.

Irrigation & Lighting's website has also gone beyond how-to and case study features to develop **exclusive, original news articles** that are tightly focused on the most important topics affecting the industry today, such as state water use restrictions, drought issues and new federal legislation.

By supporting *Irrigation & Lighting*, you are also partnering with the IA to join in its work to **promote the value and importance of the landscape irrigation industry.** Unlike for-profit publishers, revenue from *Irrigation & Lighting* is returned to the industry to support advocacy, professional development and other initiatives advancing the industry and securing a future workforce.


Read more about the new print, digital and sponsorship opportunities available. **We look forward to partnering with you in 2023.**



52,000+ total subscribers
30,000+ print & 34,000+ digital
4 issues per year



We've adjusted our publication schedule and renamed our issues to better align with popular trade shows and your seasonal schedule.

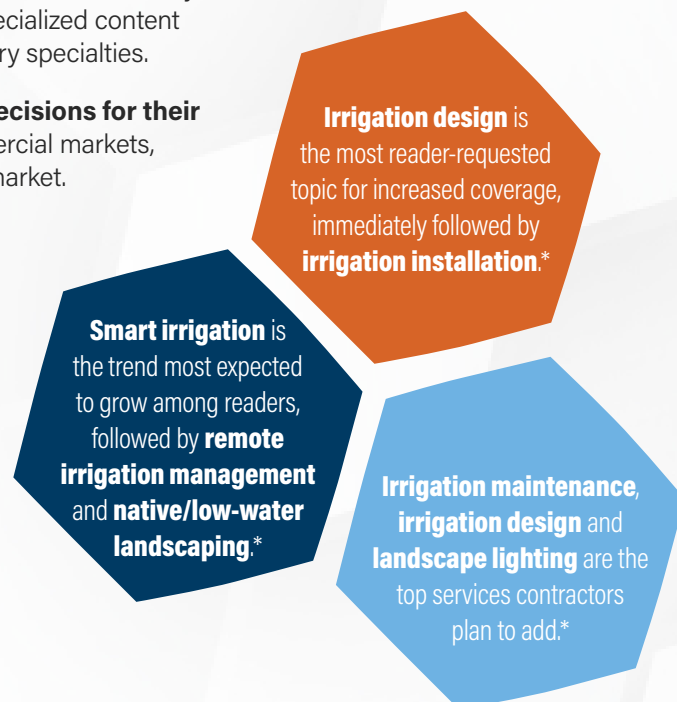
Irrigation & Lighting – an official publication of the 

Is your target audience engaged?

Irrigation & Lighting can help you connect with your target audience — **landscape irrigation and lighting professionals**. It is the only publication of its kind focused on providing specialized content and information to these two landscape industry specialties.

Subscribers are **those making purchasing decisions for their company**. They work in residential and commercial markets, as well as in the municipal/parks/sports field market.

Irrigation and lighting industry decision-makers turn to this magazine for **essential and relevant information on today's issues impacting their businesses and the industry**. Some even use *Irrigation & Lighting* articles as mandatory reading for their technicians. They appreciate that content is presented at the level of everyday companies serving the industry, and readers agree the features are focused and informative.



96% Percentage of readers interested in **new product** information*

92% Percentage of readers interested in **irrigation industry** insights*

83% Percentage of readers interested in **landscape lighting** tips*

79% Percentage of readers who are **executives or supervisors***

74% Percentage of readers **purchasing irrigation equipment and controllers** for clients this year*

*2022 *Irrigation & Lighting* reader survey and 2022 Industry Outlook survey

PRIMARY BUSINESS**

Landscape/Lawn Maintenance Contractor	19,732
Irrigation & Landscape Lighting Contractor/Consultant	5,825
Landscape Architect/Designer, Consultant	1,826
Distributor/Dealer	2,380
Others Allied to the Field	430
TOTAL	30,193

PRIMARY JOB RESPONSIBILITY**

Executive Owner, Partner, CEO, President, General Manager	20,691
Manager/Supervisor Architect, Director, Superintendent, Foreman, Consultant	4,543
Specialist Arborist, Agronomist, Instructor, Water Manager, Researcher, Engineer	259
Sales/Marketing/PR/Advertising	585
Other Titled/Nontitled Personnel	4,115
TOTAL	30,193

GEOGRAPHIC BREAKOUT**

New England	2,112
Middle Atlantic	4,192
East North Central	4,323
West North Central	1,987
South Atlantic	6,738
East South Central	1,437
West South Central	2,624
Mountain	2,052
Pacific	4,728
TOTAL	30,193

**Publisher's own data

2023 editorial calendar

	VOL. 2, ISSUE 1 (March)	VOL. 2, ISSUE 2 (June)	VOL. 2, ISSUE 3 (September)	VOL. 2, ISSUE 4 (November)
	Contract closing Jan. 15 Material closing Feb. 1 Home delivery starting March 15	Contract closing April 15 Material closing May 1 Home delivery starting June 15	Contract closing July 15 Material closing Aug. 1 Home delivery starting Sept. 15	Contract closing Sept. 15 Material closing Oct. 1 Home delivery starting Nov. 15
Irrigation	Irrigation installation	Drought	Hydraulics	Irrigation audits
Lighting	Color and temperature	Landscape lighting toolkit	Installation and maintenance	Residential vs. commercial
Technology	Two-wire troubleshooting	Smart irrigation	Pressure regulation	Job management software
Business	Employee recruitment	Diversity, equity and inclusion	Certification	Acquisition
Charts	Sprinkler comparison	Controller comparison	Drop-in LED lamp comparison	Smart LED lamp comparison
Sponsorship opportunities	Keys to Workforce Success <i>Plus limited profile pages</i>	Watch Us Grow: Industry Standouts	Changing the Landscape Awards <i>Plus Equip Expo packages</i>	2024 Green Industry Outlook <i>Plus Irrigation Show packages</i>
			Bonus distribution WaterSmart Innovations October, Las Vegas GIE+EXPO Oct. 18-20, Louisville, Kentucky	Bonus distribution Irrigation Show & Education Week Nov. 27-Dec. 1, San Antonio

In every issue: Irrigation Pipeline column, Night Lighting column, Technology Today column, IA Update and Product Spotlight



15
honors
from TOCA

In the last four years, IA's editorial and design team have won 15 awards and honors from the Turf and Ornamental Communicators Association.

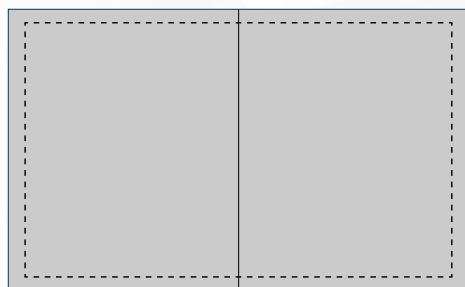
Print specifications & rates

Irrigation & Lighting is a publication of the Irrigation Association, a not-for-profit 501(c)(6) organization. Unlike for-profit publishers, **all net revenue is returned to the industry** to support advocacy and professional development for the irrigation industry. Not only do we connect you with your target audience, but by advertising with *Irrigation & Lighting*, you contribute to the future of the industry.

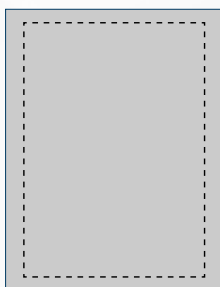
30,000+ print subscribers

76%
of readers
primarily read the
print edition

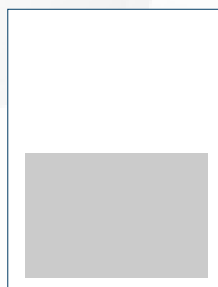
Advertising on a budget or new to the market? Mini Mart ads are cost-effective options so you can get the most out of your investment.



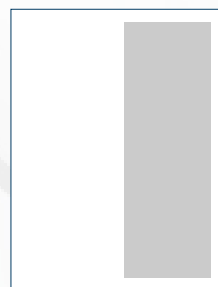
Two-page spread
17" x 10.875" (trimmed)
17.25" x 11.125" (with bleed)



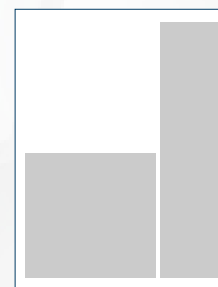
Full-page
8.5" × 10.875" (trimmed)
8.75" × 11.125" (with bleed)



1/2-page (horizontal)
7.75" × 4.875"

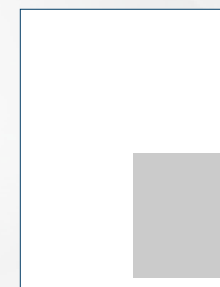


1/2-page (vertical)
3.75" × 9.875"

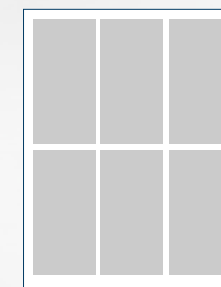


1/3-page (square)
5.125" × 4.875"

1/3-page (vertical)
2.4375" × 9.875"



1/4-page
3.75" × 4.875"



1/6-page (Mini Mart)
2.4375" x 4.875"

PRINT	1x	2x	4x
Two-page spread	\$12,592	\$11,837	\$11,126
Back cover	n/a	n/a	\$6,439
Inside front cover	n/a	n/a	\$5,924
Inside back cover	n/a	n/a	\$5,666
Full-page	\$5,830	\$5,480	\$5,151
1/2-page horizontal or vertical	\$3,637	\$3,418	\$3,213
1/3-page square or vertical	\$2,164	\$2,034	\$1,912
1/4-page	\$1,605	\$1,509	\$1,418
1/6-page (Mini Mart)	\$400	n/a	n/a
Special positions: 10%-25% (guaranteed)			

Get the most out of your advertising with specials like profile page opportunities in the first issue of the year.

Premium member discounts
The following discounts apply for premium Irrigation Association members:

- Platinum members – 20%
- Gold members – 15%
- Silver members – 15%
- Bronze members – 10%

Education institution discount
Advertisers from colleges, universities or other educational institutions will receive a 10% discount on all ads purchased.



Reach beyond print with the digital edition

52,000+
total circulation

Irrigation & Lighting's digital edition is the online version of the print publication, allowing readers to browse the magazine from a desktop or mobile device. The digital publication is presented just like the print version, including our **award-winning design and content**. Ads placed in the print edition go even further online, reaching an extended audience. The digital edition is one more way that *Irrigation & Lighting* provides more opportunities for your ad to reach a focused audience in as many ways as possible. **Advertisers can specify URLs with UTMs to track the effectiveness of their ads.**

34,000+
digital
subscribers

Digital
edition blast
open rate:
24.0%*

* Publisher's own
data, January 2022-
August 2022



REDUCE INCOMING PRESSURE FOR OPTIMAL NOZZLE PERFORMANCE

THE PRESSURE-REGULATED BODY for Hunter PGP-04 and I-20 rotors prevents misting and allows the nozzles to operate at peak efficiency, saving up to 25 percent more water. The Hunter PRB rotor reduces high incoming pressures of 3.5-7 Bar and reduces it to 3.1 Bar. Having the pressure regulator in the body allows it to remain in place and functional even if the original riser is removed and replaced for service.

PGP-04-PRB
10 cm plastic

I-20-06-SS-PRB
10 cm and 15 cm
plastic or stainless

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Irrigation & Lighting

Summer 2022 | Volume 1 | Issue 2

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July is Smart Irrigation Month
This year, irrigation professionals are showing how they're proud of their past and focused on the future in supporting smart irrigation practices. Learn more at smartirrigationmonth.org.

JULY SMART IRRIGATION MONTH

Controller charts now available
Use our smart controller specification charts to find the product that's right for your irrigation project. Download these and our other charts now at irrigationandlighting.org/resources.

Changing the Landscape
2022 AWARDS PROGRAM

page 48
It's time to showcase your work! The Changing the Landscape Awards program is again open for submission. **Deadline for entry is June 10**, so act fast!

Stand out with sponsorships

Irrigation & Lighting's sponsorship opportunities give you the ideal venue to set your brand apart from the competition and position yourself as a leader in the industry. By becoming a sponsor, you are also **partnering with the Irrigation Association**, further demonstrating your support of the IA's programs and initiatives and the industry as a whole. Take your pick from these unique special sections to be included in 2023.

Digital edition package

With the digital edition of *Irrigation & Lighting*, advertisers have the opportunity to be the first logo that readers see when they read online. This option places your company name and logo permanently on that issue's webpage. When readers click to page through the digital edition, they'll be greeted by your pop-up welcome ad. The limited sponsorship also includes a full-page ad to the left of the cover in the digital edition.

Comparison chart package

Product comparison charts are an exclusive to *Irrigation & Lighting* — no other industry publication collects and publishes specifications for some of the most important equipment for irrigation and lighting professionals. Each sponsorship is an opportunity to make your newest products stand out from the rest.

- Sprinklers
- Controllers
- Drop-in LED lamps
- Smart LED lamps



84%

Percentage of readers interested in product comparison charts

Watch Us Grow: Industry standouts

This program highlights irrigation and landscape lighting professionals whose businesses have seen growth in the 2022 season. Each class of winners is the focus of a feature in print and online, detailing how they pushed their businesses to new heights. Sponsoring this program will show your support for those driving the industry and connect your logo to successful contractors both large and small.



Changing the Landscape awards

These awards recognize exceptional work and impressive projects by professionals in two categories: Irrigation and Lighting. Each is an opportunity to connect your brand with contractors and designers who excel in their field. Sponsors receive extensive coverage marketing the awards and announcing the winners.



2022 Lighting WINNER



2022 Irrigation WINNER



Show your industry support with a survey sponsorship

Reader survey

Each year, *Irrigation & Lighting* surveys its readers to learn more about who is reading the publication and gather valuable information about what content and topics they are most interested in. As a sponsor of this survey, you show that you value what our industry readers think and have a vested interest in providing information they find useful and beneficial.

Industry Outlook report

The annual Industry Outlook report helps landscape and irrigation professionals measure their growth and follow trends. Your sponsorship will show contractors your support of the industry and put you in front while they're planning for success in 2023.

Digital industry surveys

Short surveys provide additional insight into some of the most important topics to readers. The results of these surveys are then reported alongside related features on the website. Your sponsorship shows support of this important research. Sponsors of these surveys are also invited to include a branded question, which gives you an enhanced opportunity to connect and engage with your target audience while gathering important data.

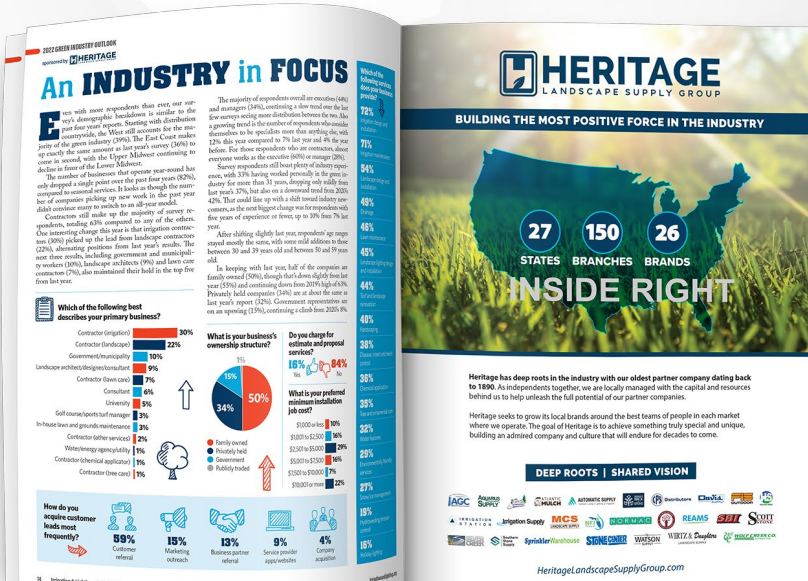


Here's how to GET NOTICED!

2022 GREEN INDUSTRY Outlook

Our survey follows industry professionals on a rebound year.

BY KYLIE BROWN



Promote your products

96%

Percentage of readers interested in new products

You've got great products, and we want to promote them. Check out our multiple different promotion options to get more eyes on your company's product. Choose from email, web or print — or combine all three into a cost-effective product promo package.

Product Spotlight print article

Put your product in the hands of our dedicated readers with a Product Spotlight entry. Your product will be showcased in the print and digital edition of the quarterly magazine with an image, description and link to your website.

Cost: \$1,300
Circulation: 52,000+

Product Roundup e-newsletter

Shine the spotlight on your new product and generate sales leads with this popular quarterly newsletter. With limited space, your product is sure to get noticed, and we'll provide lead information following delivery.

Cost: \$700
Circulation: 34,000
Open rate: 21.5%*

Product listing on website

With just a few simple clicks, customers will easily discover your products with a sponsored listing on the website. This products showcase will feature three companies on the home page (three-month duration) or on our special Products page (six-month duration).

Cost: \$3,000 for either the homepage or the Products page
Average website page views per month: 36,481*
Average website users per month: 30,842*

*Publisher's own data, January 2022-August 2022

Want all 3?

Purchase a product promo package!

Combine these print, email and web options into one discounted product promo package. Reach out to your sales rep to claim your promo package.

Cost: \$6,000

Material requirements: 700 × 467 product image | product webpage link | 50-word summary | 300-word description, including highlight bullets (not needed for Product Roundup)

And, add social media ads and custom blasts!

(See p.12.)



Get noticed online

Irrigation & Lighting's website is updated regularly with industry news, special columns and original content on today's important topics affecting our industry, and we work with digital experts to make sure the site is optimized for organic search traffic. Supplement your print commitment with a presence on **irrigationandlighting.org**.

The new *Irrigation & Lighting* website hit the internet with a splash last year. Since then, it has been gaining popularity and growing in engagement every month. We are excited to watch this trend continue as the magazine embarks on its second year in publication.

Average page views per month: 36,481*
Average users per month: 30,842*

DESIGN TIPS

Exporting your file from Photoshop

1. Create your banner ad at 650 pixels × 125 pixels
2. To export file, go to: File > Export > Export As
3. Under Scale All, select "2x"
4. Under File Settings, select: Format: JPEG; Quality: 100% or PNG

Exporting your file from Photoshop

1. Create your banner ad at 650 pixels × 125 pixels
2. To export file, go to: File > Export > Export for Screens
3. Select the artboard you want to export
4. Under Export to, choose where to save your file
5. Under Formats, select: Scale: 2x; Format: JPEG 100 or PNG
6. Click Export Artboard

USER-FRIENDLY website

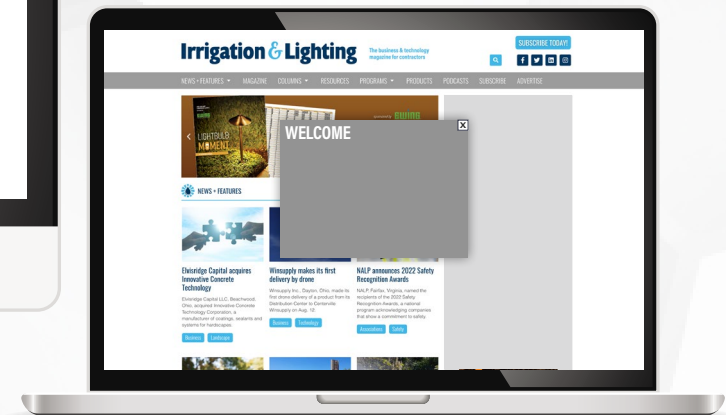


Rates

WEBSITE	Pixels	1x	Frequency
Welcome	640 × 480	\$2,050	Weekly
Super leaderboard ¹ <i>Four ads rotate within one position each month.</i>	970 × 90	\$1,800	Monthly
Leaderboard ¹ <i>Four ads rotate within two positions each month.</i>	728 × 90	\$1,500	Monthly
Large skyscraper <i>Four ads rotate within three positions each month.</i>	300 × 600	\$1,250	Monthly
Medium rectangle <i>Four ads rotate within three positions each month.</i>	300 × 250	\$880	Monthly
Adhesion	728 × 90	\$1,500	Monthly
Adhesion – mobile	320 × 50	\$750	Monthly
Sponsored content ²	n/a	\$800	Monthly

¹ **Super leaderboard/leaderboard.** Advertiser must also provide 300 × 250 for mobile devices; otherwise ad will not appear.

² **Sponsored content.** Advertiser provides 700 × 467 image, 40-character title, 150-character description and URL link.



*Publisher's own data, January 2022-August 2022



Deadlines: Materials are due 10 business days prior to the run month or run week. Provide JPEG, PNG or GIF file along with linking instructions.

Newsletters go the distance

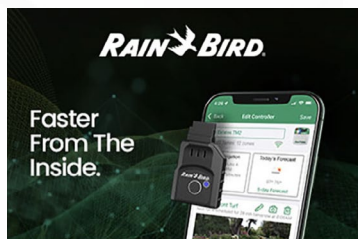
NEW

34,000+ digital subscribers

The *Irrigation & Lighting* newsletters regularly deliver targeted industry information and news directly to readers, placing your ads right next to the original content, product information and industry news they're looking for. Each edition provides multiple placement options, and limited spacing means your ad will stand apart from competitors. Extend your reach even farther by including complementary website advertising.

Rates

NEWSLETTER	Pixels	1x	Frequency
Banner – top	650 × 125	\$1,160	Weekly
Banner – middle	650 × 125	\$925	Weekly
Banner – bottom	650 × 125	\$690	Weekly
Sponsored content	n/a	\$1,050	Weekly



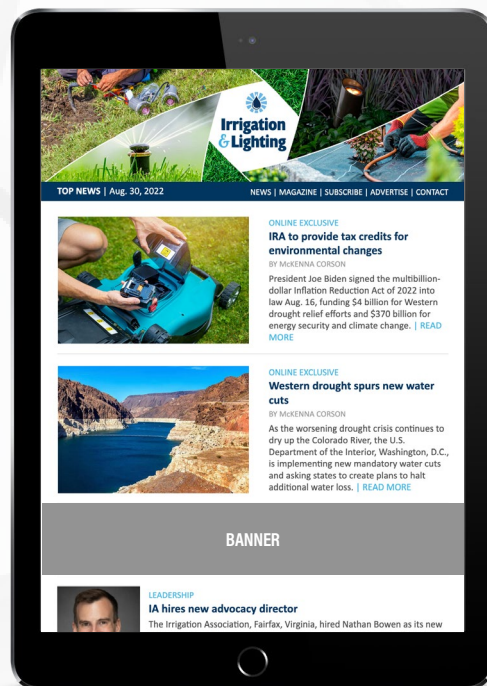
Rain Bird-sponsored content

Smarter Irrigation Control

The Rain Bird RC2 Controller has 8 Zones and WiFi Connectivity to put innovation at your fingertips. It defines smart irrigation controllers with Quick Pair Technology for fast, secure device pairing, Schedule Templates to load commonly used programs and real-time alerts.

[> LEARN MORE](#)

Sponsored content. You provide 700 × 467 image, 40-character title, 250-character description and URL link.



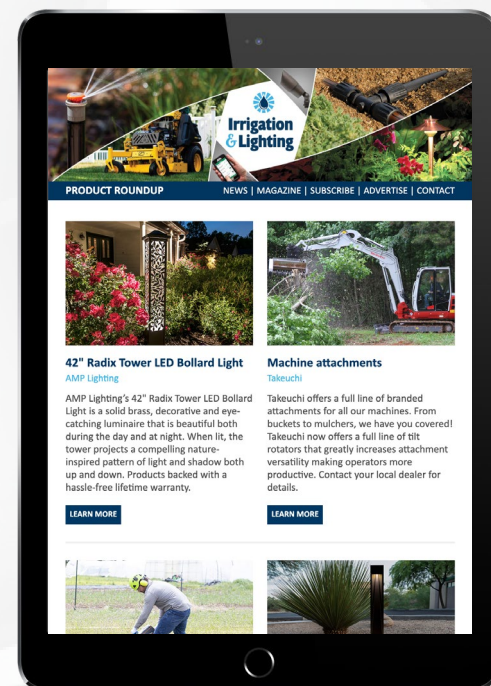
Weekly newsletter

The *Irrigation & Lighting* newsletter provides contractors with the latest industry news delivered directly to their inboxes every week. With only four available spots in each newsletter, your ad will be highly visible.

Cost: See Rates table

Open rate: 20.1%*

Deadlines: Materials are due 10 business days prior to the run month or run week. Provide JPEG or PNG file along with linking instructions.



Product Roundup

Promote your new product with the *Product Roundup* newsletter. Produced four times a year, it's your direct connection to potential customers. (Learn more about our product advertising packages on p. 9.)

You provide a 700 × 467 product image, 50-word description and a link to your product webpage.

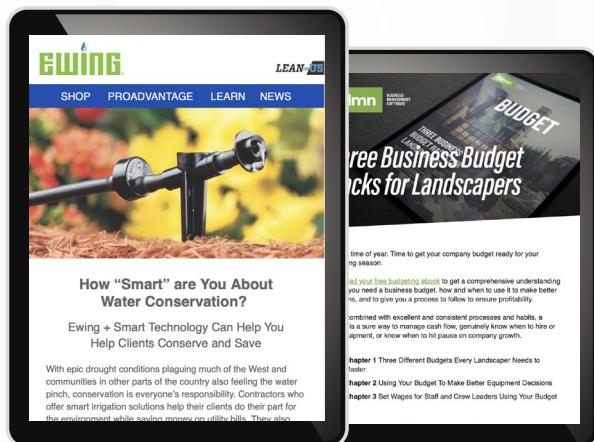
Cost: \$700, 10 spots available

Open rate: 21.5%*

DISTRIBUTION	MATERIALS DUE
February 15	February 1
May 15	May 1
August 16	August 1
November 15	November 1

*Publisher's own data, January 2022-August 2022

Check out additional digital opportunities!



Custom blasts

We'll send your company message directly to our subscriber database. You provide us HTML or a Word document of your custom message, and we'll blast it out to the industry as a sponsored newsletter. Lead information will be provided following delivery.

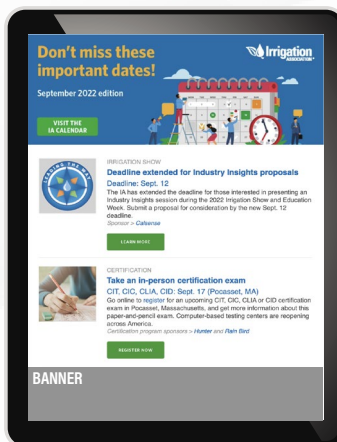
Cost: \$3,500

Circulation: 16,500+

Open rate: 21.2%*

Programmatic advertising

According to Match2One.com, by the end of 2021, 88% of all digital display marketing in the U.S. was spent via programmatic advertising. **First-party data-driven programmatic advertising** refers to buying, selling or placing ads through an automated process. This enables companies to purchase ad impressions on publisher sites or apps through a sophisticated ecosystem. Reach irrigation and landscape lighting contractors **wherever they are online**. Contact sales to learn more.



IA Events newsletter

The *IA Events* newsletter is the Irrigation Association's monthly update that carries IA event information to over 29,000 landscape and agriculture irrigation professionals. Ads are 650 x 125.

Cost: \$1,155 for top spot and \$890 for middle spot

Circulation: 29,000+

Open rate: 25.1%*



Distributed on the first day of every month.




Social media


Expand your reach and distinguish your brand by advertising on the *Irrigation & Lighting* social media channels. Your ads will be shared with over 21,500 followers made up of landscape designers, contractors, irrigators and lighting specialists. Take advantage of this opportunity to drive traffic to your site, grow your brand awareness and promote your products and services.


Cost: Four posts for \$2,200, one post per week

Organic impressions: 13,600+ per month*

 10,400+ followers

 7,800+ followers

 1,900+ followers

 1,400+ followers

Don't see what you want?

Let us create a **custom advertising package** or **polybagging option** that will meet all your marketing goals.

Reach out to your sales rep on p. 13.

*Publisher's own data, January 2022-August 2022

Policies & materials

General policy

Advertisers and advertising agencies assume liability for all content, including text, representation and illustration of advertisements printed as well as for any claims originating with the ad and made against the publisher. The publisher reserves the right to reject any advertising or to request changes. Any deliberate attempt to simulate the publication's format is not permitted, and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

In addition, *Irrigation & Lighting* will not publish advertisements (print or digital) that include pricing of any kind or comparative content (e.g., research, testimonials or other content comparing one company's products/services, brand or company to another).

Cancellations

Cancellations will not be accepted after the closing date and will not be considered executed unless acknowledged in writing by the publisher. All cancellations must be in writing. Contact your account manager for deadline extensions or questions. Covers are not cancelable.

Publisher reserves the right to repeat previous advertisement until new advertisement or instructions are received, if material deadline has passed.

Contract terms

Irrigation & Lighting reserves the right to reject or cancel any advertising for any reason at any time. The advertiser represents that the advertising submitted by it for publication contains nothing which can result in any claim against the publication, and it agrees to indemnify the publication against any damages and expenses arising out of the publication of such advertising.

In case of error of omission or typesetting relating to an advertisement covered in this contract, the publication's liability shall be restricted to the insertion of a corrected advertisement in the next issue.

All agreements are subject to accidents, fires, acts of God, labor disputes, or other contingencies beyond the control of the publication. Further, the publisher shall not be liable for damages if for any reason it fails to publish an advertisement.

Payment terms and agency commission

Terms: Net. All bills payable in 30 days.

Agency discounts are provided. Accounts not paid within 30 days incur a past-due service charge of 1½% per month.

If agency does not make appropriate payment to publication, advertiser is financially responsible for insertion.

In the event that collection proceedings are taken, advertiser and agency are responsible for all costs thereof.

Issue and closing dates

Irrigation & Lighting is published four times per year. The closing dates are Jan. 15 (March), April 15 (June), July 15 (September) and Sept. 15 (November). Ad materials are due 10 business days later.

If fewer insertions are used within one year than specified in the order, then charges will be adjusted in accordance with established rates.

Graphic services

Irrigation & Lighting has an in-house art department. Services from concept to finished materials are available at reasonable rates. Contact your sales rep to learn more.

Print specifications

Publication trim size: 8.5" × 10.875"

Binding: Saddle stitch

Trim marks: Yes

Bleed: 0.125" outside trim area

Resolution:

- Color and grayscale images – minimum 300 dpi at 100% of actual size
- Vector or line art graphics – minimum 600 dpi

Material requirements

Accepted print file formats:

- High-resolution, press-ready PDF (preferred format)
- Illustrator AI or EPS
- InDesign
- Photoshop TIFF or JPEG (flattened)

Accepted digital file formats:

- JPEG/PNG
- GIF*
- HTML5*
- third party tags*

* Website only

File preparation

- All fonts (including fonts for all imported graphics) must be embedded or converted to outlines.
- All color images must be saved as CMYK four-color process. (RGB or LAB color is not allowed. Convert all spot or Pantone colors to process. Remove all unused colors.)
- Include all linked graphics. (All images must be linked correctly and meet the specifications above.)

Irrigation & Lighting will not be responsible for the reproduction of your ad if the steps listed above have not been followed.

File submission

Only send files to be used in your ad. High-resolution files with all fonts and graphics used should be included. Materials are due by the dates listed in this media planner. Publisher reserves the right to reject any materials submitted after that date and is not responsible for associated printing errors.

Send advertising materials to:**

materials@irrigationandlighting.org

** If files are larger than 10MB please use WeTransfer.com to submit your artwork.

Irrigation & Lighting

Revised
10/4/22

Advertise with us today!

ADAM HAUPTLI

(new advertisers)

✉ adam.hauptli@bock-assoc.com

☎ 612.500.8275



TOM SCHOEN

✉ tom.schoen@bock-assoc.com

☎ 773.490.9557



Looking for
MORE?

The IA has additional marketing opportunities!

Irrigation & Lighting has a unique industry connection with the Irrigation Association, the leading membership organization for irrigation equipment and system businesses. Learn about the IA's additional marketing opportunities and how you can expand your reach to another unique irrigation and lighting audience.

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Contact Stephanie Clark, IA vice president of strategic partnerships & business development, at stephanieclark@irrigation.org or 703.472.5810.





Irrigation & Lighting

8280 Willow Oaks Corporate Dr., Ste. 630 | Fairfax, VA 22031

Tel: 703.536.7080 | Fax: 703.536.7019

irrigationandlighting.org | info@irrigationandlighting.org

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