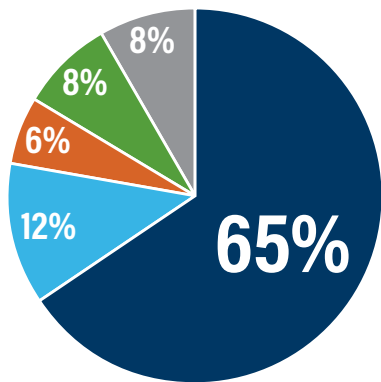


Irrigation & Lighting connects you with decision-makers and experts in landscape irrigation and lighting. It is the only publication of its kind focused on providing specialized content and information to these two landscape industry specialities.

Secure your spot at the forefront of the industry by advertising in *Irrigation & Lighting*.



Primary Business

- Landscape/Lawn Maintenance Contractor
- Irrigation & Landscape Lighting Contractor/Consultant
- Landscape Architect/Designer, Consultant
- Distributor/Dealer
- Others in the Green Industry



Print circulation 30,000
Digital circulation 33,000
Unique subscribers 54,000+

68% Percentage of readers who are executives



For information about submitting content for an issue, contact **Editor-in-Chief Kyle Brown** at kylebrown@irrigation.org.



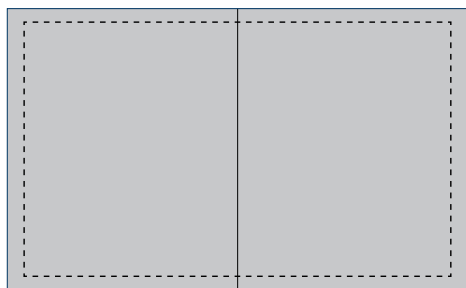
For information about how to advertise in these issues, contact **National Sales Representative Tom Schoen** at tom.schoen@bock-assoc.com or 952.905.3214

	VOL. 3, ISSUE 1 (March)	VOL. 3, ISSUE 2 (June)	VOL. 3, ISSUE 3 (September)	VOL. 3, ISSUE 4 (December)
	Contract closing Jan. 15 Material closing Feb. 1 Home delivery starting Mar. 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 Oct. 15 Material closing Nov. 1 Home delivery starting Dec. 15
Irrigation	Pumps and valves	Drip irrigation	Water scarcity	System upgrades
Lighting	Low voltage lighting	System design	Holiday lighting	Smart lighting
Technology	Irrigation system design software	Smart irrigation	Nonpotable water sources	CRM software
Business	Employee recruitment	Diversity, equity and inclusion	Certification	Public outreach
Sponsorship opportunities	Keys to Workforce Success Sprinkler comparison charts	Watch Us Grow: Industry Standouts Controller comparison charts	Changing the Landscape Awards	2025 Green Industry Outlook

In every issue: Irrigation industry trends, landscape lighting tips, product innovations, plus the latest from the Irrigation Association.

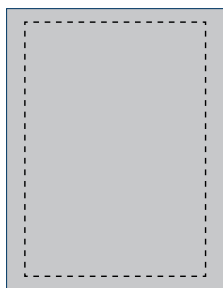
Print ad highlights

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.



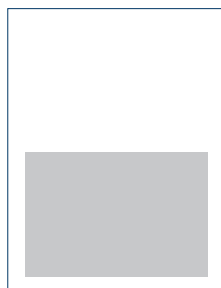
Two-page spread

17" x 10.875" (trimmed)
17.25" x 11.125" (with bleed)



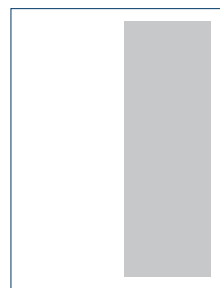
Full-page

8.5" x 10.875" (trimmed)
8.75" x 11.125" (with bleed)



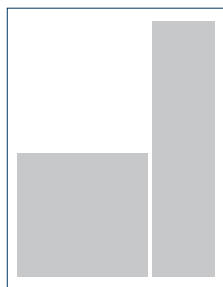
1/2-page (horizontal)

7.75" x 4.875"



1/2-page (vertical)

3.75" x 9.875"

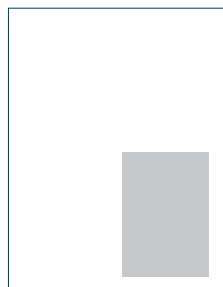


1/3-page (square)

5.125" x 4.875"

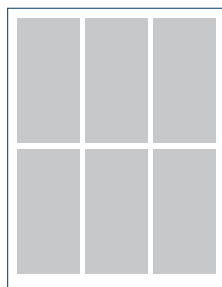
1/3-page (vertical)

2.4375" x 9.875"



1/4-page

3.75" x 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)			

Digital ad highlights

Digital goes the distance.

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

Cost: See rates table

Open rate: 27.5%*

Targeted email promotions

Provide us your custom message and we'll blast it out to the industry as a sponsored email. Lead information will be provided following delivery.

Cost: \$3,500

Circulation: 16,500+

Open rate: 24.6%*

Newsletter rates

NEWSLETTER	Pixels	1x	Frequency
Banner - top	650 x 125	\$1,160	Biweekly
Banner - middle	650 x 125	\$925	Biweekly
Banner - bottom	650 x 125	\$690	Biweekly

*Publisher's own data

Website

With original content highlighting today's important and timely topics, irrigationandlighting.org is your place to get noticed online. Engagement continues to grow, with a **97% increase** in average monthly pageviews in 2023.* Contact us for rates and information on how to maximize your online presence.

Product Roundup

Promote your new product with the *Product Roundup* newsletter, your direct connection to potential customers.

Cost: \$700, 10 spots available

Open rate: 22.7%*

More opportunities

Contact us for the full suite of advertising and sponsorship opportunities to get your brand noticed in the industry and reach your target market. Connect with **National Sales Representative Tom Schoen** at tom.schoen@bock.assoc.com or 952.905.3214.