



PENNSYLVANIA/
DELAWARE CHAPTER

AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

908 N 2nd ST
HARRISBURG
PENNSYLVANIA
17102-3119
(717) 441-6041
(717) 236-2046 Fax

October 1, 2011

Dear Advertiser:

The American Society of Landscape Architects Pennsylvania & Delaware Chapter (PA DE ASLA) is currently planning advertising for the 2012 issues of the chapter's electronic newsletter, PLAN.

Issues of PLAN are published online, quarterly. In planning for 2012, I have enclosed a *2012 Sponsor Benefits Matrix* for your review and use. The matrix offers a variety of levels of sponsorship/advertising. It is also time to consider exhibiting at our Annual Meeting, which will be held at the Lancaster County Convention Center and Marriot at Penn Square, April 12-14, 2012.

Our advertisement space is limited so I encourage you to respond as soon as possible if you are interested in advertising in one of our upcoming 2012 PLAN issues. Just complete the contract and make sure you sign your name. Return the contract to:


PA DE ASLA
ATTN: Beverly Hendry
908 North 2nd Street
Harrisburg, PA 17102

The publishing dates for PLAN are as follows:

Q1	Mid-March
Q2	Mid-June
Q3	Mid-September
Q4	Mid-December

The deadline to advertise in the first issue of PLAN for 2012 is February 15, 2012.

If you have any questions or require additional information, please do not hesitate to contact me at (717) 441-6041 or bhendry@wannerassoc.com.

Sincerely,

Bev Hendry
PLAN Editor

**2012 PENNSYLVANIA / DELAWARE ASLA
BENEFITS MATRIX A LA CARTE
2012 Agreement**

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ FAX: _____
 E-mail: _____ Website: _____
 Type of Products / Service: _____

ANNUAL MEETING

EXHIBIT

- Early Bird (by December 31, 2011).....\$550
- Standard.....\$650

SPONSOR AN EVENT

- Event Sponsor – Break in Exhibit Hall.....\$ 500
- Event Sponsor – Breakfast & General Session (Friday).....\$1000
- Event Sponsor – Breakfast & General Session (Saturday).....\$1000
- Event Sponsor – Cocktail Reception in Exhibit Hall.....\$1500
- Event Sponsor – Lunch in Exhibit Hall (Friday)\$1500
- Event Sponsor – Awards Lunch (Saturday).....\$2500
- Event Sponsor – 2011 Annual Meeting.....\$5000

PROGRAM ADVERTISEMENT

- Full Page.....\$250
- ½ Page.....\$175
- ¼ Page.....\$125
- Inside Cover.....\$375
- Back Cover.....\$375

E-PLAN

ADVERTISE

- | | <u>1 Issue</u> | <u>3 Issues</u> |
|---|----------------|-----------------|
| <input type="checkbox"/> Full Page..... | \$260..... | \$700 |
| <input type="checkbox"/> ½ Page..... | \$170..... | \$450 |
| <input type="checkbox"/> ¼ Page..... | \$140..... | \$325 |

ANNUAL AWARDS PUBLICATION

ADVERTISE

- | | <u>1 Issue</u> |
|---|----------------|
| <input type="checkbox"/> Full Page..... | \$300 |
| <input type="checkbox"/> ½ Page..... | \$200 |
| <input type="checkbox"/> ¼ Page..... | \$150 |

WEB ADVERTISEMENT

- | | <u>Total</u> |
|--|--------------|
| <input type="checkbox"/> _____ Month(s) x \$50/Month.....\$_____ | |

TOTAL \$ _____


Please complete and return this page along with a check made payable to: PA DE ASLA if you are planning to purchase from the Benefits Matrix A LA CARTE Menu:

ASLA PA DE Chapter
908 North Second Street
Harrisburg, PA 17102

Questions? Call Beverly at (717) 441-6041

www.padeasla.org

**2012 PENNSYLVANIA DELAWARE ASLA
SPONSOR BENEFITS MATRIX**

	Benefactor \$7,500	Patron \$5,000	Platinum \$3,000	Gold \$2,000	Silver \$1,250	Bronze \$500
Logo / Link on Chapter Website	- 12 Months Logo/Link on Chapter Website ADDITIONAL BENEFITS - Logo on Facebook Page & Twitter - Logo on ALL of the following Chapter Blast E-mails: <ul style="list-style-type: none"> • Annual Meeting Announcements • E-PLAN & PLAN Awards Issue Announcements 	12 Months Logo/Link on Chapter Website	12 Months Logo/Link on Chapter Website	6 Months Logo/Link on Chapter Website	6 Months Logo/Link on Chapter Website	6 Months Logo/Link on Chapter Website
Advertisement in E-PLAN (3 / Year)	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page
Advertisement in Annual Awards Publication	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter Page Ad
Annual Meeting Benefits	- 2 Exhibit Booths (4 Attendees) -1 Full Page Ad in Program - Annual Meeting Sponsor	- 2 Exhibit Booths (4 Attendees) -1 Full Page Ad in Program -Awards Lunch Sponsor	- 1 Exhibit Booth (2 Attendees) -1 Half Page Ad in Program - Exhibit Hall Lunch Sponsor -Cocktail Reception in Exhibit Hall	- 1 Exhibit Booth (2 Attendees) -1 Half Page Ad in Program - Breakfast Sponsor (Fri. or Sat.) -General Session (Fri. or Sat.)	- 1 Exhibit Booth (2 Attendees) -1 Quarter Page Ad in Program	* 10% Discount Annual Meeting Exhibit Booth * Invoice for Exhibit Booth will be sent reflecting 10% discount.
Member Contact Information	Chapter Mailing List 2x's / yr.	Chapter Mailing List 2x's / yr.	Chapter Mailing List 2x's / yr.	Chapter Mailing List 1x / yr.	Chapter Mailing List 1x / yr.	Chapter Mailing List 1x / yr.

**2012 PENNSYLVANIA DELAWARE ASLA
BENEFITS MATRIX A LA CARTE
2012 Agreement**

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ FAX: _____
 E-mail: _____ Website: _____
 Type of Products / Service: _____

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E-PLAN

ADVERTISE

1 Issue 3 Issues

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WEB ADVERTISEMENT

Total

_____ Month(s) x \$50/Month.....\$ _____

TOTAL \$ _____

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ASLA PA DE Chapter
908 North Second Street
Harrisburg, PA 17102

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**2012 PENNSYLVANIA DELAWARE ASLA
SPONSOR BENEFITS MATRIX
Sponsorship Agreement**

Sponsorship Level	Sponsor Add-ons	Total
<input type="checkbox"/> Benefactor: \$7,500	<input type="checkbox"/> Annual Meeting Program Inside Cover + \$125 <input type="checkbox"/> Annual Meeting Program Back Cover + \$125	
<input type="checkbox"/> Patron: \$5,000	<input type="checkbox"/> Annual Meeting Program Inside Cover + \$125 <input type="checkbox"/> Annual Meeting Program Back Cover + \$125	
<input type="checkbox"/> Platinum: \$3,000	<input type="checkbox"/> Upgrade to Full Page Ad in E- PLAN +\$300	
<input type="checkbox"/> Gold: \$2,000	<input type="checkbox"/> Upgrade to Full Page Ad in E- PLAN +\$300	
<input type="checkbox"/> Silver: \$1,250	<input type="checkbox"/> Upgrade to Half Page Ad in E- PLAN +\$300	
<input type="checkbox"/> Bronze: \$500	<input type="checkbox"/> Upgrade to Half Page Ad in E- PLAN +\$300	

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____

E-mail: _____ Website: _____

Type of Products / Service: _____

Please complete and return this page along with a check made payable to: PA DE ASLA if you are planning to purchase a sponsorship level from the Benefits Matrix to: