

DIGITAL

GreenIndustryPros.com is the definitive, comprehensive resource for the landscape industry's news, information, video commentary, product data and analysis.

Banner (Display) Advertising

Grab web visitors' attention and get measurable results with banner advertising, including static, rich media (animated), wallpaper and more. Position your ad adjacent to relevant, customer-requested content.

Product Guide

Don't just tell, show the features, benefits and advantages of your products with photos, video, and descriptions on our expansive directory for the landscape industry.

[Click here to take a 2-minute tour.](#)

Product Guide Sponsorship

Boost your visibility with a category sponsorship that combines ad placement for products specifically used by landscape professions. We employ **contextual advertising** to place your message in front of viewers based on specific keyword search terms.

Media Center

Capture reader attention and generate leads with your custom video on GreenIndustryPros.com. Bring your product to life by incorporating video in your online ad, e-product showcase, e-blast or posting on our Media Center. No video? Our talented video production team can create a custom, full-feature video for you. We can even create a video channel for your company on GreenIndustryPros.com.



NEW Product Guide fits on any device – no app needed. Includes your product photos, video, reviews and social media integration. “GET INFO NOW” button speeds product and purchase requests.

Specifications / Rates

BANNERS & BUTTON ADS	SPECS	RATES
Leaderboard	970 x 90 or 728 x 90 pixels	\$1,200
Skyscraper	160 x 600 pixels	\$1,200
Rectangle	300 x 250 pixels	\$1,200
Button	120 x 90 pixels	\$250
Contextual Advertising		Request proposal
Wallpaper, Take-Over and Welcome Ads – Rich Media		\$2,500/week
VIDEO		
Media Center (Video Network)	480 x 360	\$150 / 3 months \$300 / 6 months \$500 / 12 months
Video E-Showcase		\$935
Print Plus Video E-Showcase with purchase of print ad		\$300
Dedicated Video Channel – Unlimited videos		\$6,000
Video Newscast		Request proposal
PRODUCT GUIDE PROGRAMS		
Product Guide Exclusive Sponsorship	970 x 90 Pixels	\$1,000/month
• 3 ad positions: Leaderboard, Medium Rectangle, Mobile-only sizes	300 x 250 Pixels	
• Contextual Advertising	320 x 50 Pixels	
• 12-month commitment		

DIGITAL

Go directly to our subscribers' inbox

Email Blasts

Sponsored exclusively by YOU, e-blasts feature your content and branding. Use an e-blast to secure instant purchases, drive traffic to your website and build your brand.

E-Newsletter Sponsorships

Sponsor one of our e-newsletters, produced by our industry-leading editors.

E-Product Showcase

Send your product or service promotion directly to subscribers' inboxes with an E-Product Showcase. Add video to really grab attention and generate response.

Event Marketing

Extend the life of your trade show or event participation with pre-show and post-show promotions, a booth or demonstration video, iPad app sponsorship, online advertising or e-newsletter sponsorship, advertisements on the web portal event page or event product showcase.

Webinars/Webcasts

Speak directly to customers and prospects with this online, show-and-tell format. Sponsor a webinar and get the entire lead list, as well as responses to your company-specific questions.

ASK ABOUT
list rentals, custom
e-newsletters and
custom webinars

Specifications / Rates

EMAIL	SPECS	RATES
E-Blasts		0.35/name
Product E-Showcase – without a print ad		\$935
PRINT PLUS PROGRAM – Product E-Showcase with a print ad		\$300
CONTENT E-NEWSLETTERS		
The Pro Report	120 x 90 Button 120 x 600 Skyscraper 468 x 60 Banner Hot Product	\$500 \$725 \$675 \$600
Equipment Dealer Digest	120 x 90 Button 120 x 600 Skyscraper 468 x 60 Banner Hot Product	\$500 \$725 \$675 \$600
Custom Branded E-Newsletter – Sent to up to 10,000 names		\$5,000
WEBINARS/WEBCASTS		
Webinar/Webcast Sponsorship		Exclusive Sponsor \$8,500 Co-Sponsor \$4,500