

## About AOLP

The Association of Outdoor Lighting Professionals (AOLP) was originally established in 2001 as the Low Voltage Lighting Institute of the Americas (LVLIA). The mission of AOLP is to establish standards, educate industry professionals and increase awareness of the outdoor lighting industry. AOLP is a trade association whose membership consists of contractors, manufacturers, lighting designers, landscape architects and distributors from all over the U.S. and Canada.

The main goal of AOLP is to improve the knowledge and abilities of the professionals within the architectural and landscape lighting industry. The Association also provides accreditation programs to become a certified technician or certified landscape lighting designer.

## We Know Lighting!

Our members include some of the most recognizable names in the industry. They are passionate about lighting and are willing to share their knowledge and experience. Come join us and take your business to the next level.

Our members include contractors, design firms, architect firms, electrical companies, distributors and manufacturers. We have professionals who have been in the lighting industry since its inception, and we also have students who are just starting their careers.

The one common goal that all of our members have is to better themselves, as well as the industry as a whole. There is no other organization more dedicated to advancing the outdoor lighting industry and its members than AOLP.

## Advertising Options

**LightLines:** This is the association's quarterly publication distributed electronically to all members and published in the members-only section of the AOLP website. The e-newsletter contains editorial features, industry news, member activities and information on upcoming AOLP events. By advertising in *LightLines*, you can be assured that your message will be delivered directly to all AOLP members' inboxes and seen each and every time they reference that issue. If you want to reach AOLP members on a regular basis, *LightLines* is the tool to use.

**Product Spotlight Feature:** This feature is offered two ways — as an ad in *LightLines* or as an exclusive email blast. The product spotlight provides a platform to highlight your outdoor lighting products, introduce new products and educate an audience of faithful readers on the benefits of using your products. This is the advertising option for you if you want to make sure AOLP members know about your products! Think of it as a virtual "mini-expo."

### Acceptance of Terms for Advertisement

- AOLP advertising contract must be completed
- Ads are non-commissionable
- Any change in production of repeat or new ad copy will be subject to additional cost
- Net due 30 days; 1% interest after 30 days
- AOLP reserves the right to refuse or to edit any advertisement for any reason it deems necessary
- No refunds will be granted for cancellations of advertising after the stated deadlines for publication



# Advertising Contract

## 2017 LightLines E-Newsletter

Company Name: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

Ad Sizes	Ad Dimensions	Ad Rates (per ad)			
		1x	2x	3x	4x
Full Page	7.5" w x 10" h	\$375	\$325	\$300	\$275
Half Page	7.5" w x 4.5" h	\$250	\$225	\$200	\$175
Quarter Page	3.5" w x 4.5" h	\$125	\$115	\$110	\$100

### Ad Specifications

- File Format: The following file formats will be accepted: JPG, TIF & PDF.
- Color: Ads are accepted in full color, spot color and black & white formats.
- Resolution: All ads should be in a high resolution format (300 dpi) to ensure a quality image.
- Non-member pricing is available upon request
- Submission: All ads must be submitted via email to [ads@aolponline.org](mailto:ads@aolponline.org).

### LightLines Advertising

Issue	Ad Size	Ad Rate
<input type="checkbox"/> Spring (Deadline February 3, 2017)	_____	_____
<input type="checkbox"/> Summer (Deadline May 12, 2017)	_____	_____
<input type="checkbox"/> Fall (Deadline August 11, 2017)	_____	_____
<input type="checkbox"/> Winter (Deadline November 10, 2017)	_____	_____

Total Amount: \$ \_\_\_\_\_

Method of Payment:     Check (*payable to AOLP*)     Visa     MasterCard     Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Please return this contract to:  
 AOLP, 2207 Forest Hills, Harrisburg, PA 17112 or 717-238-9985 (fax) or [ads@aolponline.org](mailto:ads@aolponline.org)



Association of Outdoor Lighting Professionals

# Advertising Contract

## 2017 Product Spotlight

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### Product Spotlight Specifications

Provide the following information:

- Product Name
- Product Description (maximum of 200 words)
- Photos/Images: 1-2 images (file formats accepted: JPG, TIF & PNG)
- Company Logo (file formats accepted: JPG, TIF & PNG)
- Resolution: All images and logos should be in a high resolution format (300 dpi) to ensure a quality image
- Submission: All information must be submitted via email to [ads@aolponline.org](mailto:ads@aolponline.org)

### LightLines Product Spotlight

Space is limited to four product spotlights per issue. Product spotlights will be one half page. The cost of each product spotlight is **\$250**.

### My product spotlight should appear in the following issue(s):

- |   |  |
|---|--|
| <input type="checkbox"/> Spring (Deadline February 3, 2017) | <input type="checkbox"/> Summer (Deadline May 12, 2017)      |
| <input type="checkbox"/> Fall (Deadline August 11, 2017)    | <input type="checkbox"/> Winter (Deadline November 10, 2017) |

### Email Blast Product Spotlight

Space is limited to one product spotlight email blast per month. The cost of each e-blast is **\$100**.

### My product spotlight e-blast should be sent during the following month(s):

- |   |  |
|---|--|
| <input type="checkbox"/> January (Deadline December 15) | <input type="checkbox"/> July (Deadline June 15)         |
| <input type="checkbox"/> February (Deadline January 15) | <input type="checkbox"/> August (Deadline July 15)       |
| <input type="checkbox"/> March (Deadline February 15)   | <input type="checkbox"/> September (Deadline August 15)  |
| <input type="checkbox"/> April (Deadline March 15)      | <input type="checkbox"/> October (Deadline September 15) |
| <input type="checkbox"/> May (Deadline April 15)        | <input type="checkbox"/> November (Deadline October 15)  |
| <input type="checkbox"/> June (Deadline May 15)         | <input type="checkbox"/> December (Deadline November 15) |

Total Amount: \$ \_\_\_\_\_

Method of Payment:  Check (*payable to AOLP*)  Visa  MasterCard  Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip: \_\_\_\_\_

Please return this contract to:

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