

### THE HISTORY OF LICA

For over 80 years, LICA contractors have paved the way for our country's growth and expansion. LICA contractors from coast to coast provide a wide range of services: grading, paving, hardscaping, septic systems, landscaping, wetland development and site preparation, just to name a few.

LICA contractors work in cities, on farms, ranches and in rural areas. They work with dedication and commitment to the professional conservation of soil and water.

Through the LICA Contractor, we bring the latest, relevant information to these dedicated professionals.

### OUR COMMITMENT

With your consistent marketing message to the readers of the LICA Contractor you will strengthen your business relationships and further demonstrate your commitment to soil and water conservation, land improvement and resource management.

As a "must-read" for this specific niche of the construction industry, your message in the LICA Contractor will address the unique requirements of its readers, enhance existing business relationships and inspire new partnerships.

LICA is one of the fastest growing contractor associations in the US. The benefits package offered to its members far exceeds that of most other associations serving contractors in America. Please give us a call to learn more about becoming a national LICA member.

# THE LICA CONTRACTOR

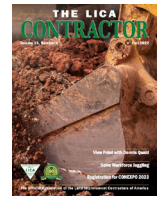
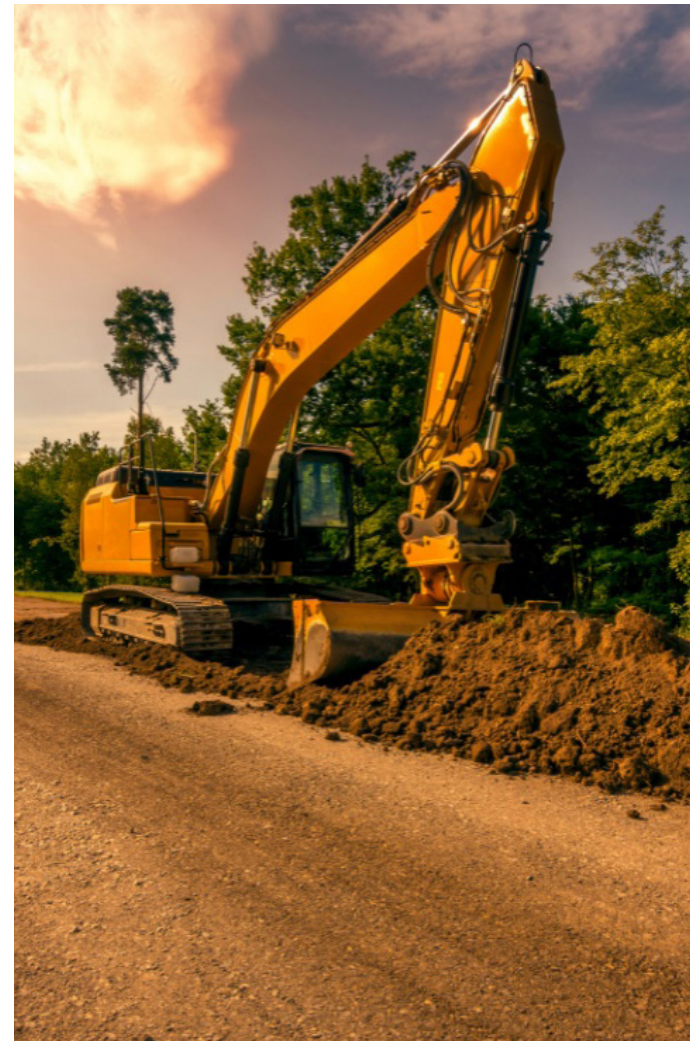
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2024 RATE CARD

# THE LICA CONTRACTOR

THE OFFICIAL PUBLICATION OF THE LAND IMPROVEMENT CONTRACTORS OF AMERICA



**2024 Advertising Rates**

	1x	3x	6x
SPREAD, 4/COLOR	\$3,600	\$3,500	\$3,400
FULL PAGE, 4/COLOR	\$2,100	\$1,900	\$1,600
2/3 PAGE, 4/COLOR	\$1,600	\$1,400	\$1,300
1/2 PAGE, 4/COLOR	\$1,300	\$1,200	\$1,100
1/3 PAGE, 4/COLOR	\$1,000	\$900	\$800
1/4 PAGE, 4/COLOR	\$900	\$800	\$700

**2024 Deadlines**

ISSUE DATES	MATERIAL DATES	
EARLY SPRING	February	January 8, 2024
MID - SPRING	April	March 4, 2024
DIRECTORY	May	April 1, 2024
SUMMER	June	May 6, 2024
FALL	September	August 5, 2024
WINTER	December	November 4, 2024

Live Image Area 7"W x 10" H

Page Trim 7-7/8"W x 10-1/2"H  
Bleed Size 8-1/8" W x 10-3/4" H

2/3 Horizontal 7" W x 6" H

Bleed Spread 16" x 10-3/4" H

1/4 Horizontal 7"W x 2-3/8"H

1/2 Island 4-9/16" W x 7-3/8"H

1/2 Horizontal 7" W x 4-13/16" H

1/3 Horizontal 7"W x 3-1/8"H

1/3 Square 4-9/16"W x 4-13/16"H

1/4 Square 4-9/16"W x 3-5/8"H

1/4 Vertical 3-7/16"W x 4-13/16"H

**\*NEW in 2024\*** Amplify your brand with special listings and advertorial content, tailored for industry segments like [Compact Equipment](#), [Water Management](#), trailers, landscaping, snow removal, etc.

<b>Issue</b>	<b>Special Focus</b>
Early Spring February 2024	Compact Equipment
Mid Spring April 2024	Water Management

Please contact us for more information about how to expand your visibility in 2024.

**PRINT REQUIREMENTS**

The client assumes all responsibility for files that do not output correctly due to errors or omissions in specifications. Files requiring correction will incur charges of \$100.00 per hour. The client will be billed for these charges. It is therefore recommended that files be preflighted before submission using a commercial preflight software.

**ACCEPTABLE AD DESIGN:** Fractional page ads must be produced with a border or be self-contained. Ads must be submitted at the exact size the ad is to run per published dimensions. Full page ads must have an additional 1/8" beyond our trim size if they need to bleed. All live text or images must be kept 1/4" from the trim.

**FILE FORMATS & SOFTWARE:** PDF files are preferred; fonts and graphics must be embedded. Graphics must be of high resolution and quality (see the section on Graphics below). The following native application files are acceptable: InDesignTM, Adobe PhotoshopTM, and Adobe IllustratorTM. Supply all linked graphics and fonts when sending native application files. Sorry, but we cannot accept native files created in non-Windows-based applications.

**GRAPHICS:** Photo images must have an effective DPI of 300 at the actual size they are being used in the ad. Bitmap images must have an effective DPI of 600 to 1,200 at the actual size they are being used. Color images must be saved in the CMYK color space (no RGB). B/W ads must only contain bitmap or grayscale images.

**COLORS:** All colors must be set to output as process separation in all submitted files. All two-color ads will be built from screens of process colors. Pantone-matched colors are not available.

**TRAPPING:** Everything must be trapped to fit. Check each element within your submitted files for proper knockout, trap, or overprint settings.

**MECHANICAL SPECIFICATIONS:** This publication is printed using four-color process (CMYK) on either a heat-set web offset press or sheetfed press. Issues are saddle-stitched or perfect bound with a finished trim size of 7-7/8" x 10-1/2". Two-page spreads may bleed through the gutter. Ads must be submitted at the exact size the ad is to run in the book per published dimensions.

**SENDING FILES:** Contact your representative for information on sending files via FTP site.

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**TO RESERVE SPACE IN THE LICA CONTRACTOR, PLEASE FILL OUT THE FOLLOWING INFORMATION**

- Yes! Reserve space in the LICA Contractor
- Please contact me about ad design.

**SELECT YOUR ISSUE DATES:**

- Early Spring 2024  Mid-Spring 2024
- Directory 2024  Summer 2024
- Fall 2024  Winter 2024

**AD SIZE**

- Two-Page Spread  1/2 Page
- Full Page  1/3 Page
- 2/3 Page  1/4 Page

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Reserved by \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_