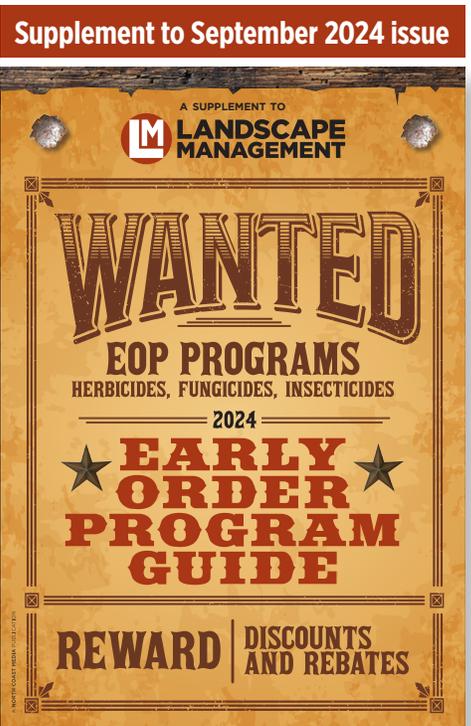


# Early Order Program Guide

Promote your program to the industry's largest audited audience of turf and ornamental professionals!

## The Early Order Program Guide will feature:

- » Interviews with LCOs on EOPs and their approach to taking advantage of them.
- » Reader experiences with EOPs and examples of the savings they've realized using them.
- » Listing of EOPs, including name of program, URL and participation deadlines.



**MORE THAN 150,000+ TOUCHPOINTS!**

## Supplement distribution includes:

- » September insertion into *Landscape Management* (70,041)
- » Promotion in our LM email newsletters (79,809)
- » Promotion via LM social media channels and landscapemanagement.net

Source: LM March 2022 Verified Audit Circulation Report

**Lassoing deals and discounts with EOPs**

We asked our readers about how this season's inflation and supply chain issues might affect their purchasing decisions this fall.

**BY CHRISTINA HERBICK, LM EDITOR**

As a landscape professional, you know your business is in for a rough year. Inflation is up, supply chain issues are up, and labor is up. It's no wonder that you're looking for ways to save money. One way to do that is by participating in an Early Order Program (EOP). But how many of you are actually participating in EOPs? We asked our readers about how this season's inflation and supply chain issues might affect their purchasing decisions this fall.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**It's time to saddle up and ride into EOP season**

Readers share why this is the right time of year to round up a good deal.

**BY CHRISTINA HERBICK, LM EDITOR**

As a landscape professional, you know your business is in for a rough year. Inflation is up, supply chain issues are up, and labor is up. It's no wonder that you're looking for ways to save money. One way to do that is by participating in an Early Order Program (EOP). But how many of you are actually participating in EOPs? We asked our readers about how this season's inflation and supply chain issues might affect their purchasing decisions this fall.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

**What do you think about EOPs?**

74% of our readers said they are interested in participating in EOPs. 26% said they are not interested.

# Stand out & Increase Early Orders!

## SPOTLIGHT INCLUDES:

- » Company name/logo
- » Early Order Program name
- » Key program details (300-400 words)
- » 2-3 photos of your products
- » URL for where to download the order form and program information
- » Key contact information including phone and email address
- » Company website address/social media links

Ad Size	Specs	Rate	Very Limited Positions Available
Full-Page Spotlight	7.375" x 10.5" (Publisher creates)	\$4,500	ONLY 12
Full-Page Advertisement	7.375" x 10.5" (Advertiser supplies)	\$5,000	ONLY 3 Cover 2, 3 or 4

### Materials Submission:

**For Cover 2, 3 or 4 advertisers:** Your ad material must be submitted via the ad portal: <https://northcoastmedia.sendmyad.com>. Add .125" on all sides for bleed ad. View a brief tutorial video: [northcoastmedia.net/sendmyad](http://northcoastmedia.net/sendmyad). Contact Karen Lenzen at 216-978-3144 if you have questions.

**For spotlight advertisers:** Your account manager will supply spotlight guidelines and submission instructions.

## LIMITED AVAILABILITY! ACT FAST!

Ad Close: **July 31** • Materials Due: **Aug. 7**



**Bill Roddy**  
Group Publisher  
[broddy@northcoastmedia.net](mailto:broddy@northcoastmedia.net)  
440-463-7754



**Craig MacGregor**  
Associate Publisher  
[cmacgregor@northcoastmedia.net](mailto:cmacgregor@northcoastmedia.net)  
216-526-5600



**Dan Hannan**  
Eastern Regional Sales Manager  
[dhannan@northcoastmedia.net](mailto:dhannan@northcoastmedia.net)  
216-316-0285



**Jake Goodman**  
Western Regional Sales Manager  
[jgoodman@northcoastmedia.net](mailto:jgoodman@northcoastmedia.net)  
216-533-6942



**Nader Hassen**  
Account Executive  
[nhassen@northcoastmedia.net](mailto:nhassen@northcoastmedia.net)  
216-363-7932



**Chloe Scouler**  
Account Manager  
[cscouler@northcoastmedia.net](mailto:cscouler@northcoastmedia.net)  
440-342-6011

**SPONSORED CONTENT**  
**EARLY ORDER PROGRAM GUIDE**  
2024

**Albaugh Advantage Rewards**  
New name. Same easy rewards program.

In the fall of 2023, to establish consistent name recognition across all markets, Prime Source was rebranded **Albaugh Specialty Products**. Along with this change, Prime Rewards is now the **Advantage Rewards Program**.

Just as the product performance and support we've come to trust will continue uninterrupted, Albaugh Advantage Rewards will also remain the same simple points-to-dollars program that makes earning rewards easy – with no limits or complicated levels.

**NOW, THE ADVANTAGE IS YOURS.**  
Stock up on more than 20 proven herbicide, fungicide, insecticide and PGR solutions from Albaugh Specialty Products to earn points-to-dollars Advantage Rewards. It's not only incredibly easy, the earning potential is limitless.

And we've kept our handy earnings calculator on the website: [AlbaughSpecialtyRewards.com](http://AlbaughSpecialtyRewards.com). All to make it easier for you to evaluate, different purchase scenarios and see exactly how fast your total rewards will add up with Albaugh Specialty Products. It's also available as an Excel download for offline use. Now's the time to take ADVANTAGE.

**ALBAUGH SPECIALTY PRODUCTS**

**HOW TO REDEEM YOUR REWARDS:**  
1. Place order for qualifying products.  
2. Ask your distributor to go to [AlbaughSpecialtyRewards.com](http://AlbaughSpecialtyRewards.com) to enter your submission, along with corresponding distributor invoices.  
3. Collect your rewards.

A minimum of 200 points is required to earn a gift card. Each additional 100 points earns \$100 in gift cards. No earning limit. Reward payout will begin April 1, 2024. See program details, terms and conditions at [AlbaughSpecialtyRewards.com](http://AlbaughSpecialtyRewards.com).

**NEED TO KNOW** Early Order Period: Sept. 1, 2023-Jan. 31, 2024  
Submission Deadline: Jan. 31, 2024  
[AlbaughSpecialtyRewards.com](http://AlbaughSpecialtyRewards.com)

Only 3 full-page ad positions & 12 spotlights available!

**SPONSORED CONTENT**  
**EARLY ORDER PROGRAM GUIDE**  
2024

**Quali-Pro Simply Grow Together**

Quali-Pro® has been a leader in the development of innovative and Pro-grade formulations, offering professionals the industry's widest array of active ingredients, professionals, sports turf managers and golf course superintendents that are backed by trustworthy research and a dedicated staff of professionals.

**2023 QUALI-PRO EARLY ORDER PROGRAM INFORMATION**  
Quali-Pro is offering special incentives now through Nov. 30. Take advantage of the Simply Grow Together (SGT) program. To qualify, the participating end-user must earn a minimum rebate of \$100. When 50 percent or more of the total rebate is derived from Platinum Products, a Double-Rate Bonus will be added to your rebate total. Products must be purchased from an authorized Quali-Pro distributor between Aug. 15 and Nov. 30, 2023.

**NEED TO KNOW** Early Order Period: Aug. 15-Nov. 30, 2023  
Last date to upload rebate submissions: Jan. 12, 2024  
Website: [SimplyGrowTogether.com](http://SimplyGrowTogether.com)

