



# ADVERTISE IN OUR ENEWS AND REACH OVER 4,000 POTENTIAL CUSTOMERS!

The Western Hardscape Association eNews is emailed monthly to WHA members and other hardscape industry professionals. You will be reaching more than 4,000 contacts who are likely to be interested in your products or services. Some benefits from advertising with us include:



**Audience:** Includes manufacturers, contractors, distributors, suppliers and others related to the hardscape industry across the Bay Area.



**Call to Action:** All ads are active, which makes it easier and faster for readers to reach your website or social media.



**Targeted Content:** Industry-specific and accessible content has helped us have an email open rate above average benchmarks for the industry.



**Local:** We'll help you reach your target audience in a more strategic way ensuring better quality impressions in the Bay Area.

## AD SPECS AND RATES

**WESTERN HARDSCAPE ASSOCIATION MEMBERS GET 30% OFF FOR ANY AD TYPE: BUY 5 ISSUES AND GET 1 FREE**

**Banner Ad  
720x240 pixels**

**Banner Ad - \$150 per issue.** Use the banner to display anything you like. From products, to offers, to services, the space is yours to use! Ad dimensions: 720x240 pixels

**News & Updates  
and Events Features  
175x125 pixels**

**News & Updates Feature - \$125 per issue**

Showcase your a new product or store with this placement. It includes a photo, 5-word headline, 50 word description, and a link to your website. Artwork dimensions: 175x125 pixels

**Event Feature - \$100 per issue**

If you have a corporate event, home show or product demos we'll include artwork, date, location, title, a 50-word description and an event or RSVP link. Artwork dimensions: 175x125 pixels

**Class/Webinar  
Feature  
125x100 pixels**

**Class/Webinar Feature - \$75 per issue**

Display your logo, class date, location, a 50-word description. Logo dimensions: 125x100 pixels or 4:3 ratio.



# 2023-2024 WHA ENEWS EDITORIAL CALENDAR

<b>Artwork/Content Due</b>	<b>Publish Date</b>
August 9, 2023	August 18, 2023
September 8, 2023	September 15, 2023
October 6, 2023	October 13, 2023
November 10, 2023	November 17, 2023
December 8, 2023	December 15, 2023
January 5, 2024	January 12, 2024
February 9, 2024	February 16, 2024
March 8, 2024	March 15, 2024
April 5, 2024	April 12, 2024
May 10, 2024	May 17, 2024
June 7, 2024	June 14, 2024
July 5, 2024	July 12, 2024
August 9, 2024	August 16, 2024

**IF YOU HAVE ANY QUESTIONS PLEASE REACH WHA'S  
ADMINISTRATIVE MANAGER AT WHAPAVERS@GMAIL.COM**