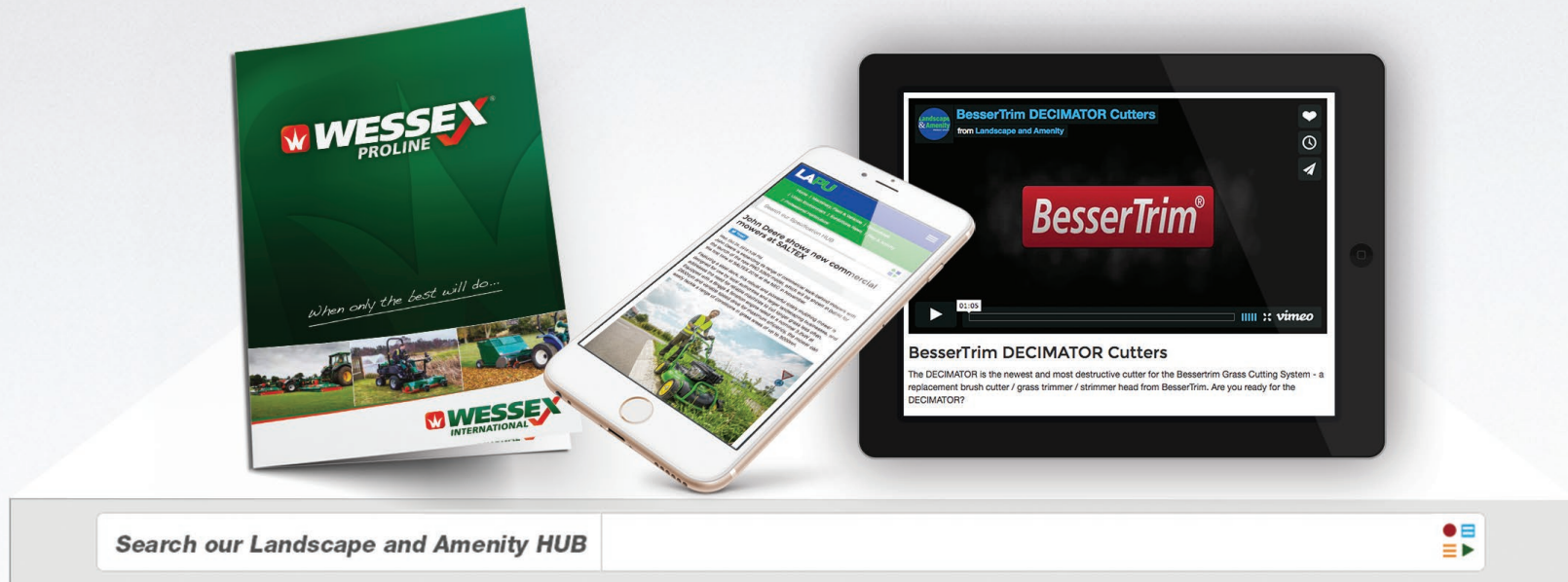


# YOUR PRODUCT SEARCH STARTS HERE!



**LAPU**.com

AN OPEN PLATFORM FREELY AVAILABLE TO THE INDUSTRY

[www.landscapeandamenity.com](http://www.landscapeandamenity.com)

*Promote your business, products and services to a growing readership across the whole of the industry.*

## PROMOTE YOUR PRODUCTS

Landscape & Amenity Online is the latest development from TSP Media, building on the successful portfolio of print and online products.

Linked directly to the flagship title, Landscape & Amenity provides an essential hub for all of the daily news, product and construction content which passes through their editorial department on a daily basis.

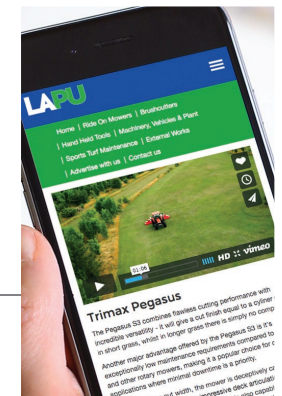
Landscape & Amenity Online also incorporates our Product Library and Product Directory. We intend to add new industry innovations and a recruitment section for the industry.

Landscape & Amenity Online is interactive and fully responsive for mobile and tablet use. The Product of the Day platform enables manufacturers to announce new product launches in real time.

### TARGETED EBULLETINS



### RESPONSIVE



### PRODUCT VIDEOS

### NEWS PACKAGE + DYNAMIC URL



Landscape & Amenity news and dynamic URL package brings a whole new concept to the way we manage your content.

The dynamic package links company, brand and product news content directly back to specific pages on your website. Uniquely we will also link up to three generic keyword terms relevant to your product. This will not only improve the SEO for that specific term on your website through Google, but also ensure these searchable terms will lead readers to your news piece on Landscape & Amenity online.

#### Company Information:

Whenever your company, its product or case study are included on Landscape & Amenity Online we automatically add your company information, contact details and social media links.

#### Social Media:

All news content is also posted out to our followers on social media with a link directly back to your editorial.

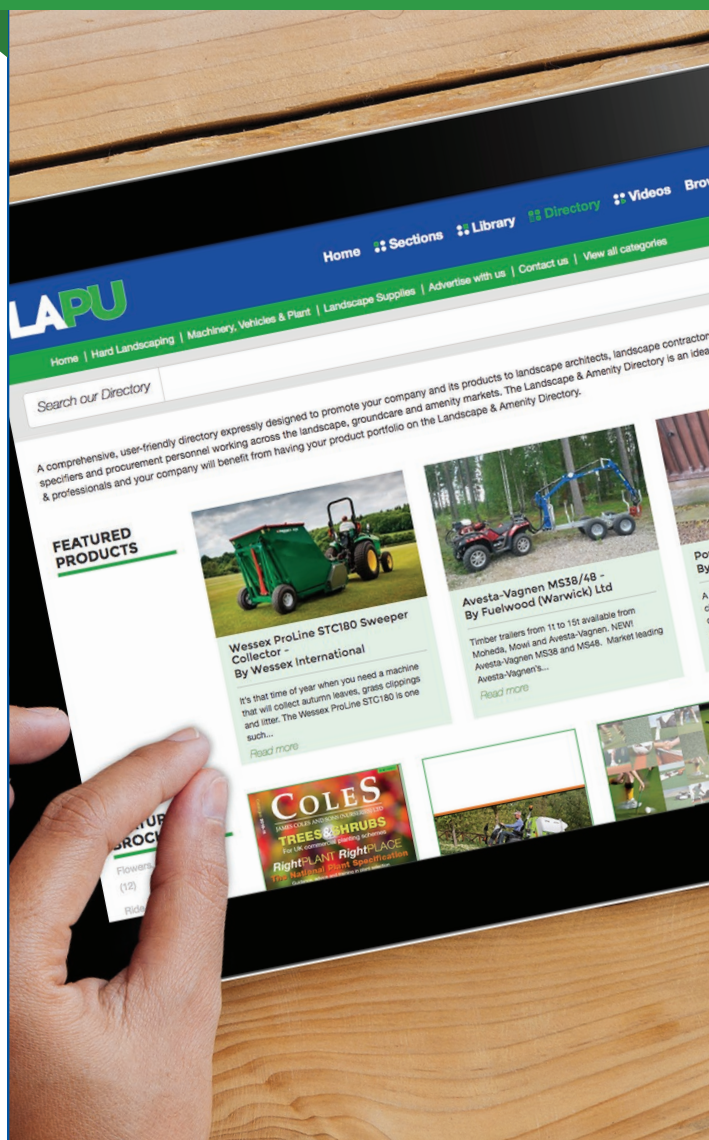
## COSTS

News and dynamic URL package including full optimisation.

<b>Product of the Day</b>	<b>£175 each</b>
<b>1-3 RELEASE</b>	<b>£125 each</b>
<b>4-6 RELEASES</b>	<b>£110 each</b>
<b>7-11 RELEASES</b>	<b>£100 each</b>
<b>12 + RELEASES</b>	<b>£90 each</b>



### PRODUCT DIRECTORY



Landscape & Amenity's Product Directory is a comprehensive user friendly online platform designed to showcase your products across the whole of the landscape industry.

The Landscape & Amenity Product Directory dynamically promotes your company profile, products and services and features products, materials, technical data, brochures and videos.

#### Includes:

- Product information via text and imagery
- Video
- Brochures
- Technical data
- Web and social media links
- Full address and contact details

### COSTS

<b>1-3 PRODUCTS</b>	<b>£300</b>
<b>4-6 PRODUCTS</b>	<b>£500</b>
<b>7-9 PRODUCTS</b>	<b>£750</b>
<b>10-12 PRODUCTS</b>	<b>£1000</b>
<b>BESPOKE PACKAGE</b>	<b>POA</b>

Your products will be promoted on a weekly ebulletin going out to a dedicated audience of 10,000 in the landscape industry.

### LANDSCAPE PRODUCT LIBRARY



The Landscape & Amenity Product Library, is the perfect resource for those looking for a fast and efficient way to view download or order your company's product literature.

Simply forward your brochures in PDF format and we will upload them to a dedicated company page. Brochures can be searched by company, product or via our comprehensive product category listings.

### COSTS

<b>1-3 BROCHURES</b>	<b>£175</b>	each per year
<b>4-7 BROCHURES</b>	<b>£150</b>	each per year
<b>8-12 BROCHURES</b>	<b>£125</b>	each per year
<b>13+ BROCHURES</b>	<b>£100</b>	each per year

Your products will be promoted on a weekly ebulletin going out to a dedicated audience of 10,000 in the landscape industry.

### ONLINE ADVERTISING

Landscape & Amenity Online also provides a range of advertisement opportunities to further promote your brand and product message across the site.

#### These include

- Belly Band Banners
- Skyscraper
- Mid Page Units (MPU)

Advertisement positions across the site can be secured via a monthly tenancy agreement.

All of our advertisement positions within Landscape & Amenity Online feature a back office advertisement tracking platform that captures all page impressions and click through performance rates.

## COSTS

#### Tenancy per month

<b>CORPORATE WALLPAPER</b>	<b>£2500</b>
<b>BELLY BAND BANNER</b>	<b>£450</b>
<b>SKYSCRAPER</b>	<b>£500</b>
<b>MPU</b>	<b>£350</b>

Minimum spend £500





### LANDSCAPE & AMENITY VIDEOS



#### Video is recognised as a key element of any marketing strategy

Video marketing is one of the most effective ways to promote your products and services. In the past decade it has become one of the most powerful marketing tools available to business.

The landscape and amenity industry is no exception to this development with innovative products and creative thinking all lending itself to the persuasive nature that video brings to the marketing mix. Search engines love engaging content and our video platform is designed to do just that engage our readers with your content.

#### COSTS

All prices shown include uploading to our Vimeo channel and the inclusion of a video description. All video content remains live on our site for a minimum of 12 months

1-3 VIDEOS	£300 each per year
4-6 VIDEOS	£250 each per year
7-11 VIDEOS	£200 each per year
12+ VIDEOS	£150 each per year

## CONTACT US



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