



# Winter is coming, how are you marketing to landscapers?

Don't be left out in the cold! Even in the dog days of summer, landscapers in the northern regions are gearing up and evaluating their snow removal equipment for the coming winter season.

Total Landscape Care's **Snow and Ice Removal Product Guide**, gives them all the information they need on the latest in snow removal equipment to make their buying decisions.

## Our extensive coverage will include:



The pros and cons of various snowplow blade designs



Spreaders and sprayers



The best power unit for their size operation



Proper de-icing techniques





As an advertiser, your product description and specs will be embedded in high-value content across all of TLC's channels.



**f Facebook**  
63.3K Likes

**@ Newsletter**  
13.8K Monthly Subscriptions  
20% Monthly Open Rate  
41% Click-Throughs

**TLC.com**  
203.6K Monthly Pageviews  
148.1K Unique Visits

The busy landscaper doesn't have time to research multiple websites to get the insights they need, they go to TLC's **Snow and Ice Removal Product Guide** to compare specs on various snowplow brands all in one location.

**Talk to your Sales Representative today to find out how we can help you maintain your visibility during this critical sales period.**



**Advertisers receive:**

- 1 full-page ad  
E-book full-page print ad specifications: page size of 8.5"x11" with minimum image resolution of 150 ppi.
- Featured Product Listing  
Advertisers must provide high-res photo at least 3.5 inches at 300 dpi and 250-word description. Please note that copy will be edited for space and clarity.
- Download forms from quality prospects

**Product Description and photo included in:**

- Totallandscapecare.com
- Newsletters
- Social Media

**Total Investment: \$3,000 Net**

**Close Date: August 31, 2018**