

It All ADS Up!

Reaching Out Makes Cents

Visionaire Lighting is proud to announce we have expanded our print advertising reach! In our ongoing commitment to support our Reps; we've planted ad series placements in print+online magazines like **Landscape Architect** and **Specifier News (LASN)** and **Light Directory**.

Watch for this **LASN** ad campaign series running every month of 2010 both in print issues and online at LandscapeOnline.com. Check now... the ads are there and the leads are coming in. Copies attached for your web sites, too!



AD No. 1

What Does This Mean for YOU?

• Increased Brand Visibility

Visibility turns the heat up on the competition... and keeps **Visionaire Lighting** front-of-mind with architects, contractors and specifiers.

• Expanded Product Awareness

Every month, a new **LASN** ad will be specifically designed to fit that issue's editorial subject matter. By

appealing to the immediate needs of that readership, **Visionaire Lighting** will maximize its product line messaging. While that's happening, watch for an increased

focus on our ever-growing green source technologies, like LED, Solar and Induction.



AD No. 2

• Fresh Leads

LASN generates leads! Leads from readers with vetted inquiries we simply pass on to you. Just follow-up, seal the deal and pocket the rewards. Not every lead will be a winner, but they're free. Leads tell us where the jobs are, and which products are hot!



AD No. 3

Also In Production: POG-5 Print Version

Our Biggest-Baddest Product Ordering Guide Ever

More shapes, more sizes, more sources. Twice as big as POG-4! Official print date announcing soon.

Happy Selling!