
A publication from the American Sports Builders Association
This outstanding publication of the American Sports Builders Association is scheduled for publication in late summer 2020 for distribution over a period of three years. Purchasers are builders, design professionals, specifiers, contractors, suppliers and owner/users including schools, colleges, parks and recreation departments.

This manual will be an invaluable resource to anyone planning, building or even considering a natural grass or synthetic turf sports field. It will be a must-have for the informed industry member or for the interested consumer. Chapters include “Planning and Design,” “Choosing a Surface,” “The Construction Process,” “Synthetic Turf,” and “Natural Grass.” There also are sections on getting started on the project, and on sources of information, including trade associations, reference books and governing bodies.

Your advertisement in this valuable reference will expose your business to countless customers each day. The book will be kept on the shelf and used again and again by a wide variety of customers. And you can make sure that your company’s name is seen by all of them.

Advertising space is limited, so make your reservations now. You can choose to be in the special advertising section, or for added visibility, select one of the premium placements.

Contributing Organizations:

Advertising Rates
All rates are net, non-commissionable.

Inside Cover Placement:
Note: Full-color, full-page ads only

<table>
<thead>
<tr>
<th></th>
<th>ASBA Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover*</td>
<td>$3,975</td>
<td>$4,950</td>
</tr>
<tr>
<td>Inside Back Cover*</td>
<td>$3,375</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

Chapter Divider Pages
Note: Full-color, full-page ads only

<table>
<thead>
<tr>
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<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Chapters*</td>
<td>$2,950</td>
<td>$3,650</td>
</tr>
<tr>
<td>All Other Chapters*</td>
<td>$2,450</td>
<td>$3,050</td>
</tr>
</tbody>
</table>

* Confirmed on a first-come, first-served basis.

Chapter Advertising
(Black and white advertising; random placement within specified chapters.)

<table>
<thead>
<tr>
<th></th>
<th>ASBA Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,900</td>
<td>$2,375</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,050</td>
<td>$1,325</td>
</tr>
<tr>
<td>One-eighth page</td>
<td>$195</td>
<td>$325</td>
</tr>
</tbody>
</table>

(contractors only)

Advertise in the next edition of this best-selling manual

- Includes Natural Grass and Synthetic Turf
- One rate for three years
- Target marketing
- Sold by ASBA and on Amazon.com

Contributing Organizations:
ASBA PUBLICATION RULES

Advertising Guidelines

1. All advertisements must be fully paid prior to insertion.
2. No advertisement may make any specific reference, whether favorable or unfavorable, to any other designer, builder, manufacturer, or distributor, or to any other builder's, designer's, manufacturer's or distributor's advertisement, product, service or business practice.
3. No advertisement may contain specific information relating to price, credit terms or warranty terms.
4. Since all advertisements reflect upon the professional stature of the ASBA and its members, advertisers are urged to conform to normal standards of good taste in preparing advertisements.
5. All advertisements are subject to preview and approval prior to acceptance.
6. Should an advertiser place a deposit on advertising space and then fail to pay the balance and/or to produce camera-ready copy by the stated deadline, that advertiser forfeits its/her space in the book, as well as his/her right to any refund.
7. No advertising space will be held without a deposit, and no phone reservations may be used to hold space. Deposit and balance must be paid via check or money order.

Chapters Available

(Ad space for preferred placement confirmed on a first-come, first-served basis from among contracts in hand on May 1, 2020.)

- Getting Started
- Planning & Design
- Drainage
- Choosing a Surface
- The Contractor Selection Process
- The Construction Process
- Equipment, Amenities & Accessories
- Synthetic Turf Fields: Overview
- Building the Turf Synthetic Field
- Maintenance of the Synthetic Turf Field
- Removing, Recycling and Reclaiming Synthetic Turf
- Sustainability
- Natural Grass Fields: Basic Information
- Building a Natural Grass Field
- Maintaining a Natural Grass Field
- Hybrid Turf
- About ASBA
- About ASTM
- About STMA
- About the STC
- Appendices
- Glossary
- Index

Mechanical Requirements

Trim Size: 8-1/2" x 11"
Standard Unit Sizes Only — No Exceptions

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed</td>
<td>8-1/2&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-1/2&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>Half Page</td>
<td>7-1/2&quot;</td>
<td>5&quot;</td>
</tr>
<tr>
<td>Business Card (1/8 page)</td>
<td>3-3/4&quot;</td>
<td>2-1/2&quot;</td>
</tr>
</tbody>
</table>

Material: Prefer Adobe PDF. Also acceptable .eps or .tif. Native applications (Adobe InDesign, Illustrator, Photoshop or Quark, Freehand, Publisher) accepted with fonts and graphics packaged with the original file. Additional charges are incurred when native files are sent. Resolutions should be 800 dpi for line art and 300-400 dpi for photos.

No proofs will be provided. Files will be held for 12 months and then destroyed unless otherwise requested.

The black and white ads within the chapter sections will be Docutech-reproduced. The quality of reproduction depends on the format supplied and on the advertising content and cannot be guaranteed.

Note that ASBA is unable to make changes to ads. Ad copy must be camera-ready.

Reserve space now by completing the space reservation form enclosed and returning it with your non-refundable deposit of $300. (Note: Special placements will be awarded on a first-come, first-served basis. If requesting a special placement, please contact ASBA headquarters to determine if location is available, and/or indicate a second choice as a precaution.) Please make checks payable to ASBA and mail to:

ASBA
2331 Rock Spring Road, Forest Hill, MD 21050
Call 410-730-9595 with any questions or e-mail Cynthia at cynthia@sportsbuilders.org

Advertising Contract

Name of Contact ____________________________
Company ____________________________
Address ____________________________
City ____________________________
State ____________________________ Zip ____________________________
Phone ____________________________ Fax ____________________________
E-mail ____________________________
Website ____________________________

I have read all of the Advertising Guidelines and agree to adhere to them. I understand that if my camera-ready files/disk and/or payment is not received by the advertising deadline, I forfeit my ad space along with my advertising deposit. I understand that all requests for special placement will be confirmed on a first-come, first-served basis from among contracts in hand on May 1, 2020 and that if I am awarded a space of lesser value, any excess amounts paid will be refunded.

Signature: ____________________________ Date: ____________

Please note that camera-ready or electronic art is:

___ enclosed  ___ to be sent on or by 5/1/20

If paying by credit card:   ___ MasterCard   ___ VISA   ___ Amex

Cardholder Name: ____________________________
Card Number: ____________________________ Expires: ____________ CVV ____________________________
Signature ____________________________

Email for Credit Card Receipt: cynthia@sportsbuilders.org

Please indicate ad space preference(s) by number below (1st choice, 2nd choice, etc.):

Inside Cover Placement: (Full-color, full-page ads only, confirmed on a first-come, first-served basis from among contracts in hand on May 1, 2020.)

- ASBA Members
- Non-Members

- Inside Front Cover $4,950
- Inside Back Cover $4,200

Chapter Divider Pages: (Full-color, full-page ads only, confirmed on a first-come, first-served basis from among contracts in hand on May 1, 2020.)

- Premium Chapters $2,950 $3,650
- All Other Chapters $2,450 $3,050

Chapter Advertising

(Black and white advertising; random placement within specified chapters)

- Full Page $1,900 $2,375
- Half Page $1,050 $1,325
- Eighth Page $195 $325

Business Card (contractors only)
Chapter Name ____________________________