


# FLORIDA

TURF  DIGEST

## 2018-2019 MEDIA KIT

*Put Your Message  
Where It Matters*

Reach 6,000 Readers

Sports Turf Managers

Sod Producers

Groundskeepers

Commercial Suppliers

Golf Course Superintendents

Lawn & Landscape Companies

Official Journal of the Florida Turfgrass Research Foundation Inc.

# FLORIDA TURF DIGEST

FLORIDA TURFGRASS ASSOCIATION

The Florida Turfgrass Association's *Florida Turf Digest* offers a targeted, affordable approach for getting your message directly into the hands of your Florida customers.

The magazine's more than 6,000 readers are members and supporters of the **Florida Turfgrass Association**, consisting of:

**Sports Turf Managers**  
**Sod Producers**  
**Groundskeepers**

**Commercial Suppliers**  
**Golf Course Superintendents**  
**Lawn & Landscape Companies**

*Florida Turf Digest* is one of the primary benefits of membership in the association providing valuable research, education and industry information in **six regular issues** per year, plus **two special issues**: the annual *Membership Directory & Industry Guide* and the annual *Conference & Show Program*.



## ADVERTISING RATES

| AD SIZES   | 1X RATE |         | 3X RATE                            |         | 6X RATE |         | 8X RATE |         |
|--|---------|---------|------------------------------------|---------|---------|---------|---------|---------|
|  | B&W     | COLOR   | B&W                                | COLOR   | B&W     | COLOR   | B&W     | COLOR   |
| Full Page  | \$1,495 | \$1,675 | \$1,425                            | \$1,600 | \$1,350 | \$1,525 | \$1,300 | \$1,450 |
| 2/3 Page   | \$1,095 | \$1,200 | \$1,050                            | \$1,140 | \$1,000 | \$1,090 | \$950   | \$1,040 |
| 1/2 Page – Island or Horizontal                    | \$995   | \$1,350 | \$950                              | \$1,285 | \$900   | \$1,230 | \$870   | \$1,175 |
| 1/3 Page – Vertical or Square                      | \$725   | \$825   | \$690                              | \$785   | \$650   | \$750   | \$630   | \$720   |
| Marketplace Business Card – Vertical or Horizontal | \$625   | \$695   | \$595                              | \$660   | \$570   | \$630   | \$540   | \$600   |
| SPECIAL POSITIONS                                  |         |         |                                    |         |         |         |         |         |
| Inside Front Cover                                 | \$1,975 |         | \$1,880                            |         | \$1,790 |         | \$1,720 |         |
| Inside Back Cover                                  | \$1,975 |         | \$1,880                            |         | \$1,790 |         | \$1,720 |         |
| Back Cover   | \$1,975 |         | \$1,880                            |         | \$1,790 |         | \$1,720 |         |
| Double Page Spread                                 | \$3,500 |         | \$3,300                            |         | \$3,100 |         | \$2,900 |         |
| Monthly E-newsletter Sponsor                       |         |         | Each month \$300 or annual \$3,300 |         |         |         |         |         |
| Monthly E-newsletter Thumbnail Ad                  |         |         | Each month \$150 or annual \$1,650 |         |         |         |         |         |
| Monthly E-newsletter Vendor Spotlight              |         |         | Each month \$250                   |         |         |         |         |         |

## ADVERTISING SPECIFICATIONS

|  |                                 |  |   |  |   |   |   |
|--|---------------------------------|--|---|--|---|---|---|
|  |                                 |  |   |  |   |   |   |
| <b>Full Page</b><br>8.375" x 10.875"<br>(Trim Size)<br>7.625" x 10.125"<br>(Live Area)<br>8.875" x 11.375"<br>(Bleed Size) | <b>2/3 Page</b><br>4.875" x 10" | <b>1/2-Page Island</b><br>4.875" x 7.66" | <b>1/2-Page Horizontal</b><br>7.375" x 4.938" | <b>1/3-Page Vertical</b><br>2.25" x 9.875" | <b>1/3-Page Square</b><br>4.875" x 4.938" | <b>Business Card Vertical</b><br>2.25" x 4.938" | <b>Business Card Horizontal</b><br>4.875" x 2.25" |

• Ads should be submitted in high resolution PDF format, with all fonts and images embedded at 300 dpi resolution. All colors must be converted to CMYK color space (no spot or RGB colors will be accepted).

• TIFF and JPEG files are also acceptable formats. Resolution should be 300 dpi, and color mode should be CMYK. TIFF files should be flattened and fonts embedded.

**NOTE:** Any ads that do not meet the specifications will be charged \$95 per hour to create. If resizing, reformatting or any manipulation is necessary, the client will be billed \$70 per hour. Creation of any size ad except classified is \$200. Classified ad production is \$75.

### NEW E-NEWSLETTER VENDOR SPOTLIGHT

Vendors can highlight their business with a brief write-up and a thumbnail ad for the *Florida Turf Digest* Monthly eNewsletter.

## 2018-2019 Florida Turf Digest Editorial Calendar

| ISSUE               | EDITORIAL FOCUS  | AD RESERVATION | MATERIALS DUE |
|---------------------|--|----------------|---------------|
| January / February  | Pest Management  | December 13    | December 20   |
| March / April       | Nutrient Management  | February 1     | February 8    |
| Special Issue       | Membership Directory & Industry Guide                            | April 10       | April 17      |
| May / June          | Water Management   | May 8          | May 15        |
| July / August       | Turfgrass Breeding / Pre-Conference & Show Information           | June 5         | June 12       |
| Special Issue       | Conference & Show Program  | August 2       | August 9      |
| September / October | Equipment / Industry Advocacy / Membership                       | August 29      | September 5   |
| November / December | Conference & Show Wrap-up / Education Membership / Turf Seminars | October 24     | October 31    |

## FTGA MEMBERSHIP DIRECTORY & INDUSTRY GUIDE

The FTGA Membership Directory is a full magazine-style, high-gloss, four-color publication organized to accommodate Individual and Group membership recognition.

### Industry Guide

Your membership in the FTGA provides you with one complimentary category listing with your Individual or Group of members listed per company:

- FTGA Information
- FTGA Groups
- FTGA People
- Industry Guide
- Industry Resource
- Industry Update
- Advertiser's Index

### Enhanced Listing

Enhance your listing in the Industry Guide for \$250 and receive:

- Four-color logo
- Website address
- A maximum 15-word description of products and services your company provides





| ISSUE (PLEASE SELECT):   | AD SIZE (PLEASE SELECT): |                          |                          | PER AD PRICE: |
|--|--------------------------|--------------------------|--------------------------|---------------|
|  | Full Page                | 1/2 Page                 | 1/3 Page                 |               |
| <input type="checkbox"/> January / February                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> March / April                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> Membership Directory & Industry Guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> May / June                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> July / August                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> Conference Program                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> September / October                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> November / December                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | \$            |
| <input type="checkbox"/> E-newsletter Banner Sponsor           |                          |                          |                          | \$            |
| <input type="checkbox"/> E-newsletter Thumbnail Sponsor        |                          |                          |                          | \$            |
| <input type="checkbox"/> E-newsletter Vendor Spotlight         |                          |                          |                          | \$            |
| TOTAL ADVERTISING  |                          |                          |                          | \$            |

**Terms & Conditions**

- In order to receive multiple issue rates, the commitment form must be returned before publication of the first issue that includes the ad.
- No cancellations will be accepted after ad material due deadline has passed. All cancellations must be submitted in writing 15 days prior to the ad space close date.
- Submission of ads is the sole responsibility of the advertiser. Copy from the last insertion will be run if new copy is not received by the ad material close date. If a previously run ad is not available, the advertiser is liable for the cost of the contracted space not used.
- Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
- Payment is due within 30 days of receipt of statement and proof of publication. A service charge of 2% per month will be charged to all accounts 30 days past due.

**ADVERTISING COMMITMENT**

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_ Phone \_\_\_\_\_

Company Name as it should appear in the Ad Index \_\_\_\_\_

URL \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Do you wish to receive the Florida Turf Digest eNewsletter for FREE?  YES  NO

**Submit Commitment Form to:**

**Emily Cox, Media Operations Manager**  
**Florida Turfgrass Association**  
 3500 S. Florida Ave., Suite 7, Lakeland, FL 33803  
 Phone (863) 688-9413 | Fax (863) 688-9610 | Email Emily@ftga.org

