

FLORIDA TURF DIGEST EDITORIAL POLICY

The *Florida Turf Digest* will be accepted editorial copy from FTGA members and from those who support the FTGA.

The “Marketplace” section in the magazine will include news items (e.g. personnel changes, new products and services, significant product promotions, major achievements/milestones, etc.). Coverage will depend on the significance and importance of the news item to the turfgrass industry in Florida. Marketplace submittals will be accepted at any time during the year. Please be advised that we have an eight week lead time for copy, so we may not be able to carry time sensitive items.

Beyond Marketplace, feature article submittals will also be considered. They should provide good generic information to the turfgrass industry. Product mentions must be kept to a minimum, although product round-ups that mention all products in a category will be accepted. Article length of 500 to 1,000 words is appropriate.

Feature article submittals should be consistent with the editorial “focus” of each issue. In general, each issue will appear within two weeks of the issue date (e.g. January 15, March 15, May 15, etc), so copy needs to be submitted eight weeks prior. It is best to discuss in advance with the *Florida Turf Digest* editorial staff any copy that you may have planned. The editorial focus is as follows:

January/February = pest management

March/April = nutrient management

May/June = water management

July/August = turfgrass breeding/genetics

September/October = equipment

November/December = industry advocacy/education

In addition, the July/August and November/December issues will have pre- and post Conference & Show coverage respectively.

We will not allow any comparisons that speak negatively about competitive products.

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