

ATHLETIC TURF

THE SOURCE FOR SPORTS TURF NEWS

NEWLY
REDESIGNED

AthleticTurf.net



Get in front of the most attractive buyers of sports turf suppliers' products and services.

Two Leading Sports Turf Industry Resources!

Rotating Leaderboard 728 x 90
\$1,500 per month

Banner 468 x 60
\$750 per month

Box Ad 300 x 250
\$1,250 per month

The screenshot shows the AthleticTurf.net homepage with sections for Top Stories, News, Features, and Products & Services. The site is titled 'ATHLETIC TURF THE SOURCE FOR SPORTS TURF NEWS'.

« AthleticTurf.net

Visitors to **AthleticTurf.net** will find industry news and exclusive content including the latest product innovations, practical and technical information and business management solutions. The site's user-friendly layout organizes content by what region of the country it impacts and how the turf is being used, including baseball fields, football fields, landscaping and parks and recreation.

Rotating Leaderboard 728 x 90
\$600 per issue

Skyscraper 160 x 600
\$750 per issue

Sponsor Print Message
\$500 per issue

The screenshot shows the AthleticTurf News magazine cover for January 12, 2014. It features sections like 'IN THE SPOTLIGHT', 'ASSOCIATIONS' PRESS BOX', 'PLAYING THE FIELD', and 'INDUSTRY NEWS'. The title is 'ATHLETIC TURF News'.

Athletic Turf News »

Athletic Turf News is sent the third Friday of each month to more than 10,000 subscribers. Subscribers are executives, managers and other professionals of schools/colleges, sports complexes, landscape contractors, lawn care/chemical service companies, golf courses, among others.

2014 Editorial Lineup

JANUARY

- Live from the STMA show
- Fertilization and weed control
- Field grooming equipment

FEBRUARY

- Bounce back from winter
- Overseeding
- Soil amendments and biostimulants

MARCH

- Getting summer help
- Infield skin maintenance
- New and improved turf varieties

APRIL

- Insect control strategies
- Field grooming equipment
- Aeration

MAY

- Field safety
- Hybrid equipment
- Small tractors

JUNE

- Water smart
- Post-emergent control
- Latest in irrigation equipment

JULY

- Plant health
- Motivating your crew
- New field accessories
- Sprayers

AUGUST

- Renovation special
- Heavy equipment
- Early order special

SEPTEMBER

- Fall fertilization
- Labor-saving equipment
- Aeration

OCTOBER

- Turf and government special
- Dos and don'ts for winter prep
- Equipment rentals
- PGRs

NOVEMBER

- Best of GIE+Expo
- Latest university research
- Snow removal equipment

DECEMBER

- STMA preview
- Training staff
- Hand-held equipment

BE PART OF THE NEW... **ATHLETIC TURF**

It's the perfect time to add *Athletic Turf* to your marketing program!

- New eye-catching, standalone website, AthleticTurf.net, and redesigned Athletic Turf News newsletter!
- Research shows 97% of subscribers find Athletic Turf as a valuable resource!
- Athletic Turf offers exclusive content and the best industry insight and access!
- Editor Seth Jones interviews notable industry figures including Tony Leonard, director of grounds for the Philadelphia Eagles; Luke Yoder, director of field operations for the San Diego Padres; and Alan Ferguson, head groundskeeper for England's national soccer team; and many more!



Get in the Game with Our Value-Filled Marketing Packages!

#1

\$7,500 NET

- ◆ Skyscraper or leaderboard ad in each monthly Athletic Turf News newsletter (12x)
- ◆ Rotating banner or box ad on AthleticTurf.net (12 months)
- ◆ 50-word print message with product photo or company logo in editorial well of Athletic Turf News newsletter (12x)
- ◆ Opportunity to send newsletter to your customers or submit your customer list for our distribution
- ◆ Two (2) custom eblasts to 5,400 sports turf managers

#2

\$5,000 NET

- ◆ Skyscraper or leaderboard ad in each monthly Athletic Turf News newsletter (6x)
- ◆ Rotating banner or box ad on AthleticTurf.net (6 months)
- ◆ 50-word print message with product photo or company logo in editorial well of Athletic Turf News newsletter (6x)
- ◆ Opportunity to send newsletter to your customers or submit your customer list for our distribution
- ◆ One (1) custom eblast to 5,400 sports turf managers

#3

\$2,500 NET

- ◆ Skyscraper or leaderboard ad in each monthly Athletic Turf News newsletter (3x)
- ◆ Rotating banner or box ad on AthleticTurf.net (3 months)
- ◆ Opportunity to send newsletter to your customers or submit your customer list for our distribution

***Secure Your
Program Today!***

ATHLETIC TURF

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