

Turfgrass NORTH CAROLINA



The Official Publication of the Turfgrass Council of North Carolina

A TARGETED AUDIENCE OF CUSTOMERS — AFFORDABLE RATES — CONSISTENT MESSAGE

The shotgun approach — broadcasting your marketing message hoping it lands near some of your target audience **no longer works.**

North Carolina Turfgrass allows you to **narrow the focus** and get your message directly in the hands of your customers across the state of North Carolina.

The North Carolina Turfgrass Association is made up of:

- Golf Course Superintendents
- Lawn Care & Landscape Companies
- Municipalities/Parks & Recreation
- Sportsturf Managers
- Sod Producers
- Suppliers

The magazine is one of the main benefits of membership — providing valuable research, education, and industry information to each member 6 times a year.

Sponsorships for the online version of the publication are available as well.

Members can access the online version through the Turfgrass Council of North Carolina website, which was overhauled in 2008 and serves as a valuable resource for members.

Circulation: Up to 1,000

**CALL US TODAY AT
615-790-3718**



ADVERTISING IN TURFGRASS PUBLICATIONS WORKS!!

HERE'S WHAT OUR CUSTOMERS SAY:

// We've noticed a rise in sales in Tennessee where we don't have too many dealers and in Florida where we are receiving direct sales straight from the customer with no dealer involvement... Overall we are receiving a good response from the ads, everyone seems happy with the results they are providing. //

— Jason Edson, KESMAC

// I only wish all of my business dealings were as easy as mine have been working with Leading Edge.

The circulation and geographic diversity of the various Leading Edge publications we advertise in, has allowed us to reach much of our target demographic. The timing of the publications has enabled us to consistently put our product in front of a vast audience on a continuing basis at an affordable price. The return on investment has surpassed my every expectation.

If I could make a single recommendation to any of my professional contemporaries, it would be to get in touch with these people yesterday. //

— Bill Carraway
VP of Marketing
The Turfgrass Group, Inc.

// Our marketing plans rely on getting our message out to the right people. Leading Edge Communications provides us with multiple options for reaching our target audience. For many years we have advertised in *Florida Turf Digest*. We have seen so much response to our campaigns, that we are now branching out into other publications that Leading Edge offers. They continue to be key players in our advertising plans and will be into the future. //

— Justin Wallace
Director of Communication
Sod Solutions, Inc.

Leading Edge Communications publishes the official magazines and annual directories for Turfgrass Associations in eight states. Call us about special pricing for multiple publications!

- Tennessee Turfgrass
- Virginia Turfgrass Journal
- Alabama Turf Times
- Florida Turf Digest
- North Carolina Turfgrass
- Ohio Turf News
- Maryland Turfgrass
- Pennsylvania Turfgrass

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— AD MATERIAL SPECIFICATIONS —

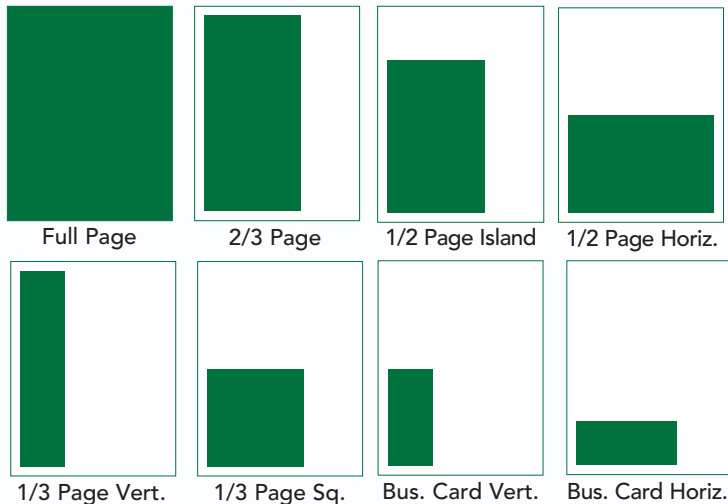
AD SPECIFICATIONS

| SPACE SIZE | WIDTH (in inches) | DEPTH (in inches) |
|--------------------|-------------------|-------------------|
| Full Page* | 8.375" | 10.875" |
| Power Page, Left* | 7.625" | 10.875" |
| Power Page, Right* | 8.25" | 10.875" |
| 2/3 Page | 4.875" | 9.875" |
| 1/2 Page Island | 4.875" | 7.66" |
| 1/2 Page Horiz. | 7.375" | 4.938" |
| 1/3 Page Vert. | 2.25" | 9.875" |
| 1/3 Page Sq. | 4.875" | 4.938" |
| Bus. Card Vert. | 2.25" | 4.938" |
| Bus. Card Horiz. | 4.875" | 2.25" |
| QR Code Ad | 3.75" | 2" |

*ONLY FULL PAGE ADS BLEED.

IMPORTANT For Full Page Ads:

- **Bleed size:** 8.625" x 11.125" (for full page ads; .125" on all sides)
- **Trim size:** 8.375" x 10.875"
- **Live area:** 7.625" x 10.125" (vital copy must remain 3/8" from trim size)



Ads submitted for placement **MUST** follow these guidelines:

TECHNICAL SPECIFICATIONS:

DIGITAL SPECIFICATIONS

PDF FILE REQUIREMENTS:

PDF (Portable Document Format) is the required file format for *North Carolina Turfgrass*. PDF files must be created with Acrobat Distiller 4.05 or higher.

- Scanned images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale (no RGB or JPEG graphics) as a TIFF or EPS.
- All fonts must be embedded in the PDF and be Type 1 or 3 — No Truetype.
- All PDFs must be high resolution/press optimized.
- Files must be 100% size, no rotations.
- Supplied color lasers will be used as a "guide for color" only.
- Files submitted electronically must be submitted on one of the following forms of removable storage media: CD or DVD. Ads can be emailed or uploaded to our FTP site using the instructions below.

FTP SITE INSTRUCTIONS:

<http://leadingedgecommunications.com/files/index.php>

- Username: **leupload**
- Password: **upload2le**
- Go to bottom of page to *upload files* link. Please, email your Account Executive what your ad is named on the site and name of publication.

IMPORTANT:

Any ads that do not meet the specifications will be charged \$125 per hour to create. If re-sizing, re-formatting or any manipulation is necessary the client will be billed \$95 per hour.

SEND MATERIALS TO:

Leading Edge Communications, LLC

ATTN: Publisher

206 Bridge Street

Franklin, Tennessee 37064

Phone: (615) 790-3718 • Fax: (615) 794-4524

via Email:

NCTurfgrass@LeadingEdgeCommunications.com