

TurfTIMES

The Official Publication of the Alabama Turfgrass Association



AFFORDABLE RATES — CONSISTENT MESSAGE

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

Alabama Turf Times allows you to narrow the focus and get your message directly in the hands of your customers across the state of Alabama.

The Alabama Turfgrass Association are:

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

The magazine is one of the main benefits of membership — providing valuable research, education, and industry information to each member 4 times a year.

Total Circulation: 1,058

CALL US TODAY AT

615.790.3718

888.707.7141 (TOLL FREE)

sales@LeadingEdgeCommunications.com

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Leading Edge Communications

ADVERTISING IN TURFGRASS PUBLICATIONS WORKS!!

HERE'S WHAT OUR CUSTOMERS SAY:

“ 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.

Leading Edge Communications publishes the official magazines and annual membership directories for nine turfgrass associations, including:

- *Alabama Turf Times*
- *Arkansas Turfgrass*
- *MTC Turf News* (Maryland)
- *Mississippi Turfgrass*
- *New England Blade*
- *North Carolina Turfgrass*
- *Pennsylvania Turfgrass*
- *Tennessee Turfgrass*
- *Virginia Turfgrass Journal*

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ALABAMA TURF TIMES

FULL PAGE AD

	4X	1X
Black & White:	\$877	\$927
Color:	\$1,244	\$1,295

2/3 PAGE

	4X	1X
Black & White:	\$748	\$785
Color:	\$1,115	\$1,153

1/2 PAGE – ISLAND OR HORIZONTAL

	4X	1X
Black & White:	\$634	\$668
Color:	\$1,002	\$1,035

1/3 PAGE – VERTICAL OR SQUARE

	4X	1X
Black & White:	\$460	\$484
Color:	\$827	\$852

BUSINESS CARD – VERTICAL OR HORIZONTAL

	4X	1X
Black & White:	\$179	\$186
Color:	\$546	\$553

AD DESIGN

Leading Edge can design your ad at an affordable rate. Give us a call for details.

SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$138
Inside Front Cover:	Additional \$110
Inside Back Cover:	Additional \$110
Double Page Spread:	Additional \$193
Power Page Spread:	CUSTOM

DIGITAL MARKETPLACE:

QR Code ads: \$104

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1/2 PAGE
HORIZONTAL

1/3 PAGE
SQUARE

BUSINESS
CARD
VERTICAL

FULL
PAGE

BUSINESS
CARD
HORIZONTAL

1/2 PAGE
ISLAND

PRINT 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"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"
QR Code Ad	3.75"	2"

*ONLY FULL PAGE ADS BLEED.



FOR FULL PAGE PRINT 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: 7.875" x 10.375"
(vital copy must remain .25" from trim size)

PRINT AD FILE FORMAT:

- PDF (Portable Document Format) is the required file format for print ads
- Images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale.
- All fonts must be embedded or converted to outlines.

HOW TO SUBMIT YOUR AD

Submit Ads Via Email to: info@LeadingEdgeCommunications.com

DIGITAL ADVERTISING

Digital advertising opportunities are available via **The Turf Zone**, where over 11,000 engaged subscribers regularly receive updates. Advertising opportunities include online ads, email blasts, product spotlights, video intro for the digital edition and podcasts. For additional details, visit: theturfzone.com/about/

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