



# TURF NEWS

GOLF • SPORTS TURF • LAWN CARE • SOD

*Turf News* is The Official Publication of  
**THE OHIO TURFGRASS FOUNDATION**

The magazine will go out 6 times a year to members and industry professionals providing valuable research, education, and industry information.

**THIS TARGETED GROUP INCLUDES THE FOLLOWING PROSPECTS:**

- Turfgrass managers
- Golf course superintendents
- Sod producers
- Lawn care services
- Nursery and landscape maintenance contractors
- Athletic ground managers
- Parks and recreation departments
- Municipalities
- Cemetery superintendents
- Suppliers

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

Members can access the digital edition through the Ohio Turfgrass Foundation website, [www.ohioturfgrass.org](http://www.ohioturfgrass.org).

**TOTAL CIRCULATION: 1,600 +**



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**615-790-3718**



# – AD MATERIAL SPECIFICATIONS –

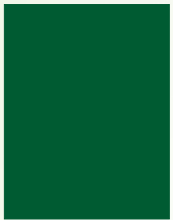
## PRINT AD SPECIFICATIONS

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"

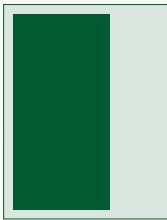
\*ONLY FULL PAGE ADS BLEED.

### IMPORTANT For Full Page Ads:

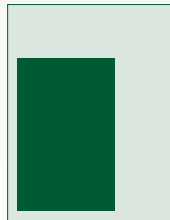
- Bleed size: 8.625" x 11.125" (for full page ads; .125" on all sides)
- Trim size: 8.375" x 10.875"
- Live area: 7.625" x 10.125" (vital copy must remain 3/8" from trim size)



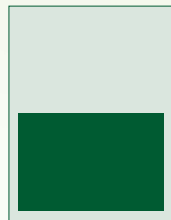
Full Page



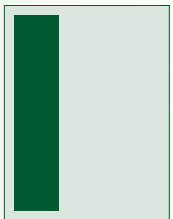
2/3 Page



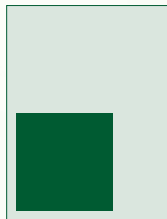
1/2 Page Island



1/2 Page Horiz.



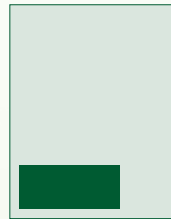
1/3 Page Vert.



1/3 Page Sq.



Bus. Card Vert.



Bus. Card Horiz.

## DIGITAL AD SPECIFICATIONS

SPACE SIZE	WIDTH (IN PIXELS)	DEPTH (IN PIXELS)
Email Blast Header Board	468	60
Email Blast Sidebar	120	240

### IMPORTANT For Digital Ads:

- Always use .jpg or .gif files
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality; makes for quick & easy downloading
- 1MB maximum file size

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

## TECHNICAL SPECIFICATIONS

PDF (Portable Document Format) is the required file format for *Turf News*. 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.
- We **CANNOT** accept graphics in Pagemaker, Powerpoint, PC-only programs (i.e., Corel Draw, Microsoft Word), Freehand.

### 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.

## 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.

## SEND MATERIALS TO

Leading Edge Communications, LLC  
 ATTN: Publisher  
 206 Bridge Street  
 Franklin, Tennessee 37064  
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## VIA EMAIL

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