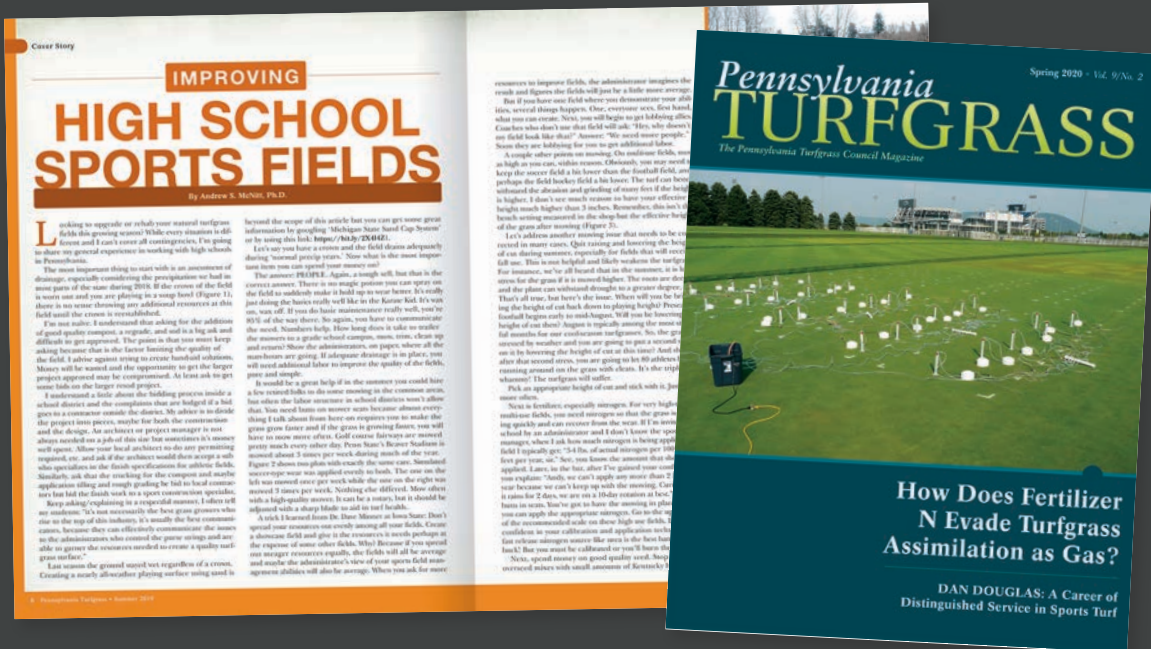


# Pennsylvania TURFGRASS



## Targeted Audience of Customers — Affordable Rates — Consistent Message

*Pennsylvania Turfgrass* is a quarterly publication that features valuable research, education and industry information in a high-quality, full-color, professionally designed format that will ensure PTC members' attention and engagement. The magazine also is available as an online version through the PTC website, boosting market reach and readership.

*Pennsylvania Turfgrass* will enable you to avoid the shotgun approach of marketing, where you broadcast your message and hope that it lands near some of your target audience. Instead, this magazine will help you narrow your focus and deliver your message directly to your customers and prospects — turfgrass managers — across the state of Pennsylvania.

The Pennsylvania Turfgrass Council members include:

- » Golf course superintendents
- » Sports turf managers
- » Lawn care and landscape companies
- » Sod producers
- » Parks and recreation turf managers
- » Suppliers to the state's turf industry

Total Circulation: 2,079

CALL US TODAY AT

**615-790-3718**

**888-707-7141 (TOLL FREE)**

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# 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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# PENNSYLVANIA TURFGRASS

## 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

	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

## 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

## AD DESIGN:

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

## 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.



### IMPORTANT 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](mailto: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/](http://theturfzone.com/about/)

# #THETURFZONE

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