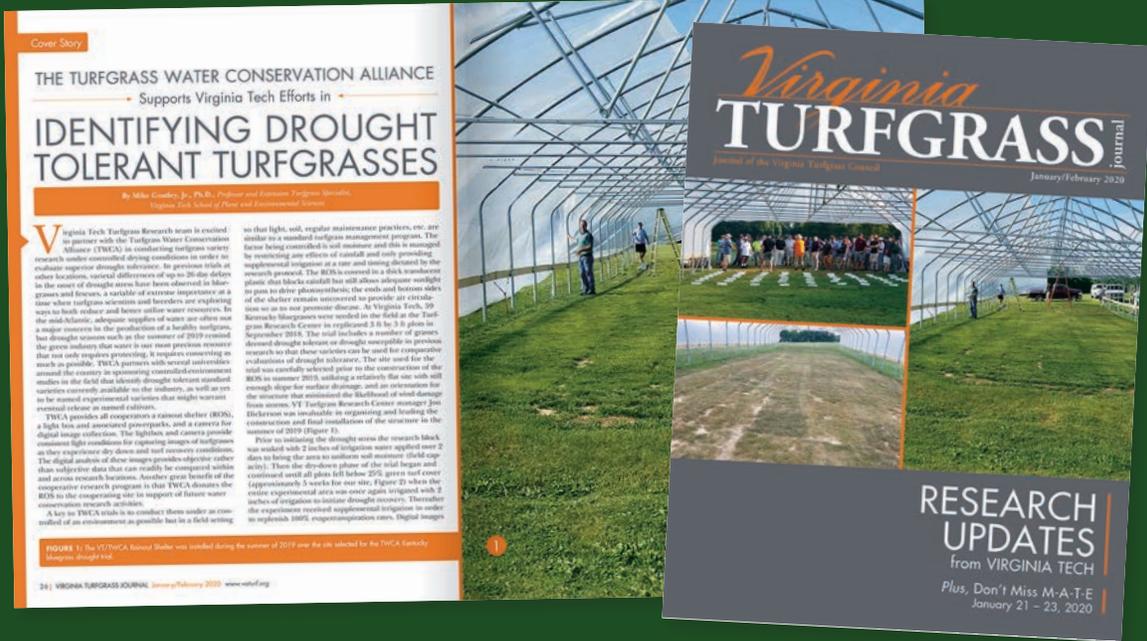


# Virginia TURFGRASS journal

Journal of the Virginia Turfgrass Council



## AFFORDABLE RATES — CONSISTENT MESSAGE

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

Virginia Turfgrass Journal allows you to narrow the focus and get your message directly in the hands of your customers across the state of Virginia.

The Virginia Turfgrass Council is made up of:

- 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 6 times a year.

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

Total Circulation: 1,264

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# ADVERTISING IN TURFGRASS PUBLICATIONS WORKS!!

HERE'S WHAT OUR CUSTOMERS SAY:

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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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## FULL PAGE AD

	6X	3X	1x
Black & White:	\$858	\$903	\$951
Color:	\$1,225	\$1,270	\$1,319

## 2/3 PAGE

	6X	3X	1x
Black & White:	\$691	\$725	\$761
Color:	\$1,095	\$1,135	\$1,176

## 1/2 PAGE — Island or Horizontal

	6X	3X	1x
Black & White:	\$533	\$560	\$588
Color:	\$953	\$980	\$1,008

## 1/3 PAGE — Vertical or Square

	6X	3X	1x
Black & White:	\$371	\$393	\$414
Color:	\$739	\$760	\$781

## BUSINESS CARD — Vertical or Horizontal

	6X	3X	1x
Black & White:	\$230	\$244	\$257
Color:	\$597	\$611	\$625

## AD DESIGN

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

## SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$255
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Inside Back Cover:	Additional \$180
Double Page Spread:	Additional \$267
Power Page Spread:	CUSTOM

## DIGITAL MARKETPLACE:

QR Code ads: \$104

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 BLENDED FESCUE  
 TIFWAY 419  
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**Blue Tag Certified Grass**  
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**syngenta** **DACONIL ZN**  
 Celebrating 1958-2008 Our 50th Year

Daconil is for use on golf course tees, fairways, greens, and other areas where maintenance is important. Including sod, Daconil controls 14 diseases, including dollar spot, brown patch, gray leaf spot, algae, leaf spot, melting out, anthracnose, rust, fusarium patch, gray snow mold and root threat.

1/2 PAGE HORIZONTAL

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BUSINESS CARD VERTICAL

**Introducing: EXCELLERATOR Stand Fast**

**When It Comes to Silicon the Proof is in the Performance!**

- Strengthens turf and enhances resiliency – ideal for high traffic areas!
- Provides a unique blend of micronutrients proven to enhance turf health
- Improved disease and insect resistance
- Reduces heat stress
- Increases tolerance against toxic elements
- Essential part of an integrated fertility program
- Environmentally friendly

**Fertility Management with Excellerator**

Excellerator use has grown dramatically due to its unique chemical properties not available elsewhere. Due to its micronutrient and beneficial element content, Excellerator provides significant benefits to your turf, including:

- Improved heat stress and traffic wear tolerance
- Increased drought and salt tolerance
- Increased disease and insect resistance
- Increased fertilizer efficiency

For more information about Excellerator, please visit: [www.excellminerals.com/about\\_silicon.asp](http://www.excellminerals.com/about_silicon.asp)

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**RAIN-BIRD**  
 SOFT TOLERANCE IRRIGATION

and more K than P. Although the movement of N, P and K varies in soils, once inside a plant, all three may be sublimated, moving from one plant part to another (Table 2, pages 22-23).

Calcium, magnesium and sulfur are secondary macronutrients. Turfgrasses require less of these three essential minerals than N, P and K. Magnesium and sulfur are mobile in plants, but calcium is not. As a result, symptoms of Mg and S deficiency first appear on old leaves from which these nutrients have moved. Symptoms of calcium deficiency appear on new leaves, while older leaves containing adequate Ca levels remain functional and green.

Micronutrients, sometimes referred to as trace elements or minor nutrients, are required in very small amounts. Many native soils contain enough of each micronutrient to support healthy turf. Micronutrient deficiencies are most likely to occur in turfs maintained in highly organic or sandy soils. Plants growing in compacted soils may also be deficient in one or more of the micronutrients. Low levels of iron (Fe), the micronutrient most often deficient in turf, may be the result of an insolubility problem (high soil pH) rather than an absence from the soil.

**Looking ahead**

Turfgrasses and soils can be periodically tested to determine if all required mineral nutrients are present to ensure plant health. Whether turfgrass is grown for sod, as a sport field or a home lawn, fertilizers are applied when tests indicate the nutrients are absent or present only in low concentrations. Because fertilizers come in a bewildering array of products and formulations, it can often be difficult to interpret and understand their use for specific situations. In Part 2, which will appear in the October/November 2007 issue of *Turfgrass*, we will focus on the wide range of commercially available fertilizers and explore both their elemental composition and specific uses for these products. We will also look more closely at the individual macro- and micronutrients in plant nutrition.

In Part 3, we will discuss strategies for integrating turfgrass nutrition into a Best Management Plan for Tennessee's managed turfs. We will investigate the value of soil and turf-tissue tests and discuss how several turfgrass types and environmental factors should guide turf and landscape management decisions. ■

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 • Adjusts from High Start to Continuous Run  
 • Includes "Pump" mode  
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 • 1/2" Hose Adapter  
 • 1/2" Hose Adapter  
 • 1 Year Warranty

For those who demand the ultimate:  
 • Flow Start  
 • Adjusts from High Start to Continuous Run  
 • 1/2" Hose Adapter  
 • 1/2" Hose Adapter  
 • 1/2" Hose Adapter  
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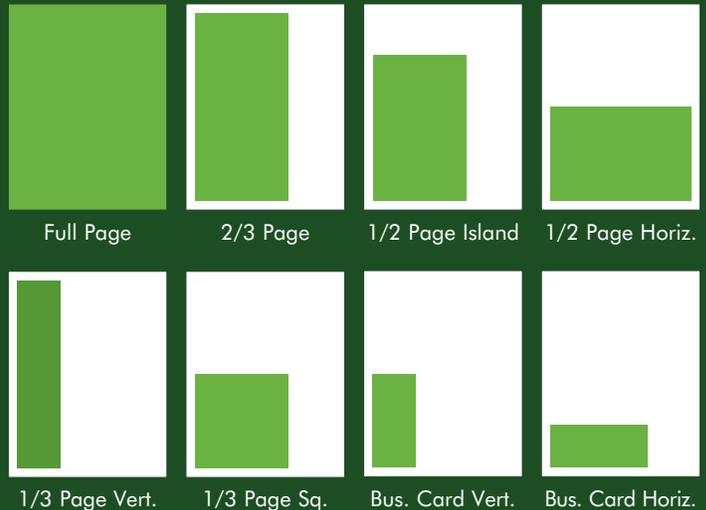
BUSINESS CARD HORIZONTAL

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.

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