The only magazine devoted exclusively to turfgrass production.
Thank you for your interest in supporting TPI. TPI has been promoting the benefits of natural turfgrass for over 50 years and we serve the natural turfgrass needs of homeowners and commercial properties, golf courses, sports fields, equestrian parks, and recreation facilities worldwide.

Advertising in Turf News magazine, in our e-newsletter, or on our website provides the support we need to further our mission of promoting the global environmental benefits and use of turfgrass through education and research.

Collectively, our membership extends across 40 countries and represents the most productive, knowledgeable, informative turfgrass sod and seed producers, suppliers, manufacturers, and educators in the turfgrass industry.

**Sign your insertion order by December 31, 2019 to receive your 2% lock in discount!**

If you wish to sponsor activities and events associated with TPI’s annual International Education Conference & Field Day, please contact me directly at ghannah@TurfGrassSod.org or +1-847-649-5555.

Thank you again for your support of TPI. I look forward to working with you.

Geri Hannah
ghannah@TurfGrassSod.org
Office: 847.649.5555

---

**TPI MISSION STATEMENT**

Promoting the global environmental benefits and use of turfgrass through education and research.
Turf News

Award Winning Turf News

The only bi-monthly magazine devoted exclusively to turfgrass production.

Turf News magazine has served the industry for 40 years.

Distributed to over 1,300 industry professionals including more than 700 farms.

The people involved in growing and selling turfgrass, who have the authority to make buying decisions, read Turf News magazine. TPI Members receive Turf News in print and digital formats so readers can access Turf News on their mobile devices and take the magazine with them wherever they go.

FREE leaderboard ad on the TPI website to advertisers who place a full or half page ad in all six issues of Turf News in a single calendar year.

Magazine Advertising Rates

<table>
<thead>
<tr>
<th>Premium Positions*</th>
<th>2020 TPI Member Rate</th>
<th>2020 Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-color process included</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Outside Back Cover</td>
<td>$2,905</td>
<td>$3,417</td>
</tr>
<tr>
<td>*Inside Front Cover</td>
<td>$2,777</td>
<td>$3,284</td>
</tr>
<tr>
<td>*Inside Back Cover</td>
<td>$2,682</td>
<td>$3,192</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,297</td>
<td>$2,807</td>
</tr>
<tr>
<td>Island</td>
<td>$1,660</td>
<td>$3,415</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,570</td>
<td>$2,057</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,066</td>
<td>$1,576</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$450</td>
<td>$563</td>
</tr>
</tbody>
</table>

Agency Discounts

15% discount off gross billing for recognized advertising agencies. Ads must be received according to exact specification to quality. Any ad that does not meet these specifications will not receive the agency discount and will be charged production charges to be re-worked by the layout designer.

Frequency Discounts

<table>
<thead>
<tr>
<th>Frequency Discounts</th>
<th>ads placed in 12-month calendar year</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x Frequency</td>
<td>5% discount</td>
</tr>
<tr>
<td>6x Frequency</td>
<td>10% discount</td>
</tr>
<tr>
<td>9x Frequency</td>
<td>15% discount</td>
</tr>
<tr>
<td>12x Frequency</td>
<td>20% discount</td>
</tr>
</tbody>
</table>

Turf News Edition

<table>
<thead>
<tr>
<th>Turf News Edition</th>
<th>Space Commitment Date</th>
<th>Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 2, 2019</td>
<td>December 9, 2019</td>
</tr>
<tr>
<td>March/April</td>
<td>January 31, 2020</td>
<td>February 7, 2020</td>
</tr>
<tr>
<td>May/June</td>
<td>April 1, 2020</td>
<td>April 8, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>June 1, 2020</td>
<td>June 8, 2020</td>
</tr>
<tr>
<td>September/October</td>
<td>July 31, 2020</td>
<td>August 7, 2020</td>
</tr>
<tr>
<td>November/December</td>
<td>October 1, 2020</td>
<td>October 8, 2020</td>
</tr>
</tbody>
</table>
Industry Harvest:

TPI’s NEW e-News Platform

TPI is pleased to announce its NEW e-news platform: Industry Harvest! This monthly newsletter will be sent to more than 3,000 subscribers and will feature current information about TPI’s upcoming events, new programs and services, informative stories related to the natural grass industry, interesting stories about members, and more!

The articles with ads will also be accessible from the Industry News section of TPI’s new website, thus expanding the reach of YOUR ad!

Ads are integrated into the content and can be linked to your website or informational PDF.

Ad Space Description | Member Rate | Non-Member Rate
--- | --- | ---
Monthly Newsletter Sponsor: Your company will be listed as the publication’s sponsor at the top of the page with a corresponding ad. You will also have ad at the top of each story in the issue (also visible when the reader clicks on an article). | $900* | Not available for non-members

Banner and Sidebar Package: Your banner ad will appear within the e-newsletter content and your ad will appear in a side position (also visible when the reader clicks on an article). | $600* | Not available for non-members

Sidebar Ad: your ad will appear in a side position (also visible when the reader clicks on an article). | $400* | $750*

Discount for advertisers that have full-page commitments in all six issues of Turf News magazine in the 2020 calendar year.
TPI Website

Grab the attention of potential customers and drive traffic directly to your website!

**Website Statistics***

Page Views: Over 260,000

*June 1, 2018 - June 30, 2019

Ads are featured on all secondary pages.

INCREASE LEADS, TRAFFIC AND SALES!

TPI offers advertising options at www.TurfGrassSod.org

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>TPI Member Rate</th>
<th>Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>$325/month Or $825/3 months</td>
<td>$525/month Or $1,425/3 months</td>
</tr>
</tbody>
</table>

50% discount for *Turf News* Advertisers

Discount for advertisers that have commitments in all six issues of *Turf News* magazine in the 2020 calendar year (marketplace ads excluded)

**Frequency:** Monthly

**Ad Specifications:** IAB Universal Ad Package Specs

**Leaderboard Banner:** 728 x 90 pixels (72 dpi)
TPI Membership Directory

Distributed to all TPI members and referenced by them daily for products and services.

The TPI Membership Directory is a listing of all turfgrass sod producers, suppliers, and other members with specific product information for each. An excellent tool for farm owners and industry suppliers.

Exclusive Advertising Opportunity for TPI Members
Referenced daily, your ad seen daily!

<table>
<thead>
<tr>
<th>Ad Space</th>
<th>Ad Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Positions*</td>
<td>$1,750</td>
</tr>
<tr>
<td>Tab Positions</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

10% discount for Turf News Advertisers
Discount for advertisers that have commitments in all six issues of Turf News magazine in the 2020 calendar year (marketplace ads excluded)

Ad Includes
- Company recognition in table of contents advertising index
- Logo next to company contact information in directory
- First right of refusal for next year

Specifications:
InDesign, PDF and JPG programs preferred

Size:
6.125 in. x 7.125 in.  Bleed: 0.125 in. on all four edges
Please keep all text and images at least 0.5 in. from spine for coil binding and tabs. Artwork can bleed off all four edges.

New materials must be received by March 1, 2020 or ad pick-up from 2019 Membership Directory will be used.

*Premium Positions:
- Inside Front Cover
- Front of Tab 1
- Inside Back Cover
- Back Cover
TPI Pest Control Guide

The TPI Turfgrass Pest Control Guide is a new resource exclusively available to TPI members!

It will include over 100 pages of useful information on product selection for common turfgrass weeds, insects, and diseases in sod production. This guide will include turfgrass tolerance tables, registered use rates and sites, application rates and tips, precautions, and more!

This annual publication will be updated and mailed to TPI members each year and will be a great source for reaching potential customers!

<table>
<thead>
<tr>
<th>Premium Positions*</th>
<th>2019 TPI Member Rate</th>
<th>2019 Non-Member Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-color process included</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*Outside Back Cover</td>
<td>$2,905</td>
<td>$3,417</td>
</tr>
<tr>
<td>*Inside Front Cover</td>
<td>$2,777</td>
<td>$3,284</td>
</tr>
<tr>
<td>*Inside Back Cover</td>
<td>$2,682</td>
<td>$3,192</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,297</td>
<td>$2,807</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,57</td>
<td>$2,057</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,066</td>
<td>$1,576</td>
</tr>
</tbody>
</table>

10% discount for Turf News Advertisers

Discount for advertisers that have commitments in all six issues of Turf News magazine in the 2020 calendar year (marketplace ads excluded)

Ad Includes

⇒ First right of refusal for next year

Specifications:

PDF and JPG programs preferred

Due Date: New materials must be received by March 1, 2020

*Premium Positions:
- Inside Front Cover
- Inside Back Cover
- Back Cover
Sponsorship Opportunities

TPI 2020 International Education Conference & Field Day
February 17-20, 2020, Orlando, Florida

Don’t miss your chance to promote your products or services and generate sales as the world’s top turfgrass producers join together in Florida, February 17-20, 2020.

Our members produce more than 400,000 acres of turfgrass and have over $1 billion in sales for clients in all 50 states and more than 50 countries throughout the world. Their farms range in size from fewer than 100 acres to more than 1,000 acres and they rely on your products and equipment such as trucks, tractors, implements, irrigators, seeds, fertilizers, plant protection products and more. This is your opportunity to showcase your products or services, create greater brand awareness, and develop relationships through face-to-face interaction with producers.

BRONZE SPONSORSHIP
$750

SILVER SPONSORSHIP
VARIOUS OPPORTUNITIES

GOLD SPONSORSHIP
VARIOUS OPPORTUNITIES

TPI 2020 INTERNATIONAL EDUCATION CONFERENCE & FIELD DAY

DISCOVER THE MAGIC.
FEBRUARY 17-20, 2020
HILTON ORLANDO BUENA VISTA PALACE
JANUARY/FEBRUARY
**Focus:** Marketing Tips and Techniques
- Business to Consumer
- Website & Social Media
- Brochures & Direct Mailings
- Signage
- Community Involvement
- Advertising via newspaper, radio and/or television

**Bonus Distribution:** 200-300 copies for distribution at the TPI International Education Conference and Field Day and the STMA Conference.

MARCH/APRIL
**Focus:** Tackling Labor Issues
- Recruiting
- Interview Tips
- Hiring/Firing Procedures
- Retaining Staff
- Training Staff
- Employment Laws
- Safety

JULY/AUGUST
**Focus:** Seed & Vegetative Stock (Annual Seed & Vegetative Stock Buyer’s Guide)
- New Variety Showcase
- TPI Members Seed/Vegetative Stock
- Seed/Vegetative Stock Crop Outlook
- Overview of Cool- & Warm-Season Grasses

**Bonus Distribution:** 100 copies for onsite at TPI 2021 International Education Conference & Field Day, and State/Regional Turf Day events.

MAY/JUNE
**Focus:** Protecting Your Investment
- Land
- Equipment
- Operational Systems & Personnel
- Insurance
- Land Use/Sustainability
- Equipment Upkeep
- Protection & Storage
- Operational Backups for System and/or Physical Disruption

SEPTMBER/OCTOBER
**Focus:** The Lawn Institute Research Update
- TLI Research Findings and Advances
- How The Lawn Institute Supports the Turfgrass Industry

NOVEMBER/DECEMBER
**Focus:** Equipment & Supplies (Annual Equipment & Product Buyers Guide)
- TPI Member Suppliers and Manufacturers Highlighted Products
- TPI Member Equipment & Supplies Supplier Contact Listing

**Bonus Distribution:** 350 copies for outreach, turf related shows, STMA Conference, and onsite at TPI 2021 International Education Conference and Field Day
**Production Deadlines:** Previous ads will be repeated if new ad materials are not received by the published ad materials deadline date. Magazine mailing date is first full week of the publication week.

**Specifications:** These are the specifications for our perfect bound magazine. The final trim size of our publication is 8.375 x 11.125 in. All measurements are width x height. Contact the TPI office at +1-847-649-5555 with questions.

**Binding:** Magazine is perfect bound. For Full Page Ads—Do not allow text to go beyond .5 in (1.27 cm) margins

**Bleed size (applies to full page ads only):** Add 1.25 in (.3175 cm) on all sides you would like to bleed. For example: Final dimension of full page ad with bleed on top, bottom, left and right sides is 8.375 x 11.125 in (21.2725 cm x 28.2575 cm)

**Electronic Format:** Preferred electronic format is a flattened .eps, .tiff or .jpg (NO PDFs) with all text outlined. Resolution must be at least 300 dpi at full size. Please **DO NOT** include crop marks; designers if possible, please change text to outlines.

Color Format: 4 color must be CMYK. **See Ad Guidelines following page for exact measurements**

**Sending Ad Materials for Turf News**

Please upload ad materials to our FTP site: https://insitemodernlitho.com/TPI.

Please contact the TPI office at +1-847-649-5555 for instructions and username/password.

**TPI Contacts:**

Geri Hannah, Administrative Manager: +1-847-649-5555; ghannah@TurfGrassSod.org

Steve Trusty, Co-Editor: +1-712-366-2669; stevetrusty@TurfGrassSod.org

Suz Trusty, Co-Editor: +1-712-366-2669; suztrusty@TurfGrassSod.org

**Additional Production Charges:** Resizing, artwork, scanning and other production efforts required to finalize ad, whether made by the Turf News designer and/or printer, will be billed at cost plus 20%, with a minimum $50 charge.

**Short Rates & Rebates**

Advertisers and advertising agencies are jointly responsible for payment of all insertions. Advertisers who do not fulfill their frequency contract will immediately incur a short rate. All frequency discounts for remainder of commitment will be immediately forfeited. All further commitments will be billed at 1x rate. Final frequency discounts will be adjusted at the end of advertisers above commitment.

**Cancellation Policy**

Cancellations or changes to insertion orders must be received in writing by the space commitment date. Cancellations or changes made after the space commitment date will be billed in full.

**Publisher’s Copy Protective Clause**

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume the responsibility for any resulting claims that might be made against the publisher. The publisher reserves the right to reject any advertising that is believe not to be in keeping with the publications’ standards. All advertising is accepted on the condition that the advertising agency acts as an “agent” only and the advertiser guarantees payment.
Ad Specifications

### TURF NEWS

**FULL PAGE AD**

- **8.375” X 11.125” WITH BLEED**
  - 7.6” X 10.5” without bleed. Text and image area must stay within 7.5” x 10.0”
  - Please indicate whether the ad is with or without bleed when submitting artwork.

- **HALF PAGE AD (NO BLEED)**
  - 7.125” X 4.85”

- **ISLAND AD (NO BLEED)**
  - 4.625” X 7.0”

- **QUARTER PAGE AD (NO BLEED)**
  - Horizontal: 7.125” x 2.5”
  - Vertical: 4.61” x 3.54”

- **MARKETPLACE AD (NO BLEED)**
  - 3.39” X 1.89”

### PEST CONTROL GUIDE

**FULL PAGE AD**

- **8.375” X 11.125” WITH BLEED**
  - 7.6” X 10.5” without bleed. Text and image area must stay within 7.5” x 10.0”
  - Please indicate whether the ad is with or without bleed when submitting artwork.

- **HALF PAGE AD (NO BLEED)**
  - 7.125” X 4.85”

- **QUARTER PAGE AD (NO BLEED)**
  - Horizontal: 7.125” x 2.5”
  - Vertical: 4.61” x 3.54”

- **PREMIUM POSITIONS**
  - Inside Front Cover
  - Inside Back Cover
  - Back Cover

### Industry Harvest:

**TPI’s NEW e-News Platform**

- Ad Specifications: 300 dpi – jpg
  - **BANNER:** 728 x 90 pixels (72 dpi)
  - **SIDEBAR:** 300 pixels wide

### TPI WEBSITE

- Ad Specifications: IAB Universal Ad Package Specs
  - **LEADERBOARD BANNER:** 728 X 90 pixels (72 dpi)

### TPI MEMBERSHIP DIRECTORY

- **Specifications:** InDesign, PDF and JPG programs preferred
  - **Size:** 6.125 in. x 7.125 in.  **Bleed:** 0.125 in. on all four edges
  - Please keep all text and images at least 0.5 in. from spine for coil binding and tabs.
  - Artwork can bleed off all four edges.
Maximize Your Advertising Impact

*TPI offers numerous advertising opportunities for all size budgets*