Thank you for your interest in supporting TPI. TPI has been promoting the benefits of natural grass for over 50 years and we serve the natural grass 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 natural grass through education and research.

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

Sign your insertion order by December 31, 2020 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.

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

GERI HANNAH
TPI Administrator

ghannah@turfgrasssod.org
Office: 847.649.5555
Turf News Magazine is the only bi-monthly magazine devoted exclusively to natural grass production for over 40 years.

Distributed to over 1,300 industry professionals including more than 700 farms—Turf News is for the people involved in growing and selling natural grass. Those 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.

New for 2021

Turf News will be moving to a new online hosting platform giving TPI the ability to track clicks on your ads throughout each issue!

### Turf News Ad Space Options

<table>
<thead>
<tr>
<th></th>
<th>TPI Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<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 Ad</td>
<td>$2,297</td>
<td>$2,807</td>
</tr>
<tr>
<td>Island Ad</td>
<td>$1,660</td>
<td>$3,415</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>$1,570</td>
<td>$2,057</td>
</tr>
<tr>
<td>Quarter Page Ad</td>
<td>$1,066</td>
<td>$1,576</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$450</td>
<td>$563</td>
</tr>
</tbody>
</table>

*Premium Positions
**TURF NEWS**

**FREQUENCY BENEFITS**

Discounts for frequent ad placements.

**FREQUENCY**

- 3 times in 12 months
- 6 times in 12 months
- 9 times in 12 months
- 12 times in 12 months

**DISCOUNT**

- 5%
- 10%
- 15%
- 20%

**TURF NEWS**

**AGENCY BENEFITS**

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.

**2021 AD DEADLINES**

<table>
<thead>
<tr>
<th>SPACE COMMITMENT</th>
<th>AD MATERIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 8, 2020</td>
</tr>
<tr>
<td>December 1, 2020</td>
<td>January 29, 2021</td>
</tr>
<tr>
<td>March/April</td>
<td>April 8, 2021</td>
</tr>
<tr>
<td>April 1, 2021</td>
<td>June 8, 2021</td>
</tr>
<tr>
<td>May/June</td>
<td>November/December</td>
</tr>
<tr>
<td>June 1, 2021</td>
<td>August 6, 2021</td>
</tr>
<tr>
<td>July/August</td>
<td>October 1, 2021</td>
</tr>
<tr>
<td>July 30, 2021</td>
<td>October 8, 2021</td>
</tr>
<tr>
<td>September/October</td>
<td></td>
</tr>
<tr>
<td>October 1, 2021</td>
<td></td>
</tr>
</tbody>
</table>
TPI is pleased to continue our monthly Industry Harvest e-news blast! This monthly newsletter is sent to more than 3,000 subscribers and features current information about TPI’s upcoming events, new programs and services, government relations and advocacy, informative stories related to the natural grass industry, interesting stories about members, and more!

Articles with ads are also accessible from the Industry Harvest News section of TPI’s industry website, thus expanding the reach of YOUR ad!

All ads are integrated into TPI content with links to your website or informational PDF.

**Industry Harvest E-news Ad Space Options**

All Industry Harvest E-News ads will remain on TPI’s Industry Harvest page for one full month, in addition to being included in that month’s E-newsletter.

**Monthly Newsletter Sponsor**

Your company is listed as the publication’s sponsor at the top of the Industry Harvest Email with a corresponding ad on the Industry Harvest page on TPI’s website.

**Member Rate**

$1100 per email

**Banner Sponsor**

Your banner ad appears within the Industry Harvest Email between content and on the Industry Harvest page on TPI’s website.

**Member Rate**

$700 per email

**Sidebar Ad**

Your sidebar ad will appear in a side position on the Industry Harvest page on TPI’s website.

**Member Rate**

$600 per email

**Non-Member Rate**

$850 per email

Discount for advertisers that have full-page commitments in all six issues of Turf News magazine in the 2021 calendar year.
TPI WEBSITE

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

TPI is proud to offer advertising options for www.TurfgrassSod.org

With over 250,000 website views yearly, you have the opportunity to increase your traffic, leads, and sales directly with from the TPI audience.

All ads are featured on all of TPI's secondary pages.

<table>
<thead>
<tr>
<th>TPI WEBSITE AD SPACE OPTIONS</th>
<th>TPI MEMBER</th>
<th>NON-MEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Ad</td>
<td>1 month - $525</td>
<td>1 month - $725</td>
</tr>
<tr>
<td></td>
<td>3 months - $1025</td>
<td>3 months - $1425</td>
</tr>
</tbody>
</table>

Ad Specifications

IAB Universal Ad Package Specs
728 x 90 pixels (72 dpi)

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

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

**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

**DIRECTORY AD SPACE OPTIONS**

- **Inside Front Cover*** $1,750
- **Inside Back Cover*** $1,750
- **Front of Tab*** $1,750
- **Back Cover*** $1,750
- **Tab Position*** $1,200 *Premium Positions

*New materials must be received by March 1, 2021.*
Turf News is proud to bring the most relevant content to our members and the natural grass community six times a year. Here is a closer look at what we will be covering in 2021.

I. JANUARY/FEBRUARY
MARKETING TIPS AND TECHNIQUES
- Business to Consumer
- Website & Social Media
- Brochures & Direct Mailings
- Signage
- Community Involvement
- Advertising via newspaper, radio and/or television

II. MARCH/APRIL
TACKLING LABOR ISSUE
- Recruiting
- Interview Tips
- Hiring/Firing Procedures
- Training and Retaining Staff
- Employment Laws
- Safety

III. MAY/JUNE
PROTECTING YOUR INVESTMENT
- Land, Equipment, Operational Systems & Personnel
- Insurance
- Land Use/Sustainability
- Equipment Upkeep
- Protection & Storage
- Operational Backups for Disruptions

IV. JULY/AUGUST
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

V. SEPTEMBER/OCTOBER
THE LAWN INSTITUTE RESEARCH UPDATE
- TLI Research Findings and Advances
- How The Lawn Institute Supports the Natural Grass Industry

VI. NOVEMBER/DECEMBER
ANNUAL EQUIPMENT & PRODUCT BUYERS GUIDE
- TPI Member Suppliers and Manufacturers Products
- TPI Member Equipment & Supplies Supplier Contact Listing

Bonus Distribution: 100 Copies for onsite at TPI 2022 International Education Conference and Field Day
PRODUCTION DEADLINES:
Previous ads will be repeated if new ad materials are not received by the ad material deadline.

Magazine mailing date is first full week of the publication month.

Production Details:
- The final trim size is 8.375 x 11.125 in. - All measurements are width x height.

- 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.

- 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.

- To send Ad Materials for Turf News, upload ad materials to our FTP site: https://insitemodernlitho.com/TPI.

Please contact the TPI office for instructions and username/password.
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”

INDUSTRY HARVEST

TPI’s e-News Platform

Ad Specifications:
300 dpi - jpg

BANNER:
728 x 90 pixels (72 dpi)

SIDEBAR:
300 pixels wide

TPI MEMBERSHIP DIRECTORY

Ad Specifications:
InDesign, PDF or JPG format

6.125 in. x 7.125 in. Bleed: 0.125 in. on all four edges

All text and images at least 0.5 in. from spine for coil binding and tabs.

Artwork can bleed off all four edges.
ADDITIONAL DETAILS

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 believed 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.
HAVE ANY QUESTIONS?

DON'T BE SHY!
E-mail ghannah@TurfgrassSod.org
or call our office!

TURFGRASS PRODUCERS INTERNATIONAL
444 E. Roosevelt Road #346
Lombard, IL 60148