

BANNER ADS

www.sportsturfassociation.com



Online Advertising Opportunity

Our website, www.sportsturfassociation.com, is one of the most important communication channels of the Sports Turf Association (STA). Web-based features include member services such as the online Membership Directory and the Michael J. Bladon Educational Link to the Michigan State University Turfgrass Information File, as well as access to the searchable archives of the *Sports Turf Manager*, Turf Trades Employment Bulletin Board, Calendar of Events and online shopping for resource publications.

Banner ads are accepted each calendar year. The price is \$350 for STA members and \$500 for non-members. We offer a print/web combo discount of \$100 for annual advertisers who place ads in all four issues of the *Sports Turf Manager*.

The Sports Turf Association, based at the Guelph Turfgrass Institute in Guelph, Ontario, has been the leading professional sports turf association in the province since 1987. With a variety of advertising and marketing opportunities available throughout the year, there is no better venue to advertise your products and services than through the STA. If you are interested in reserving banner advertising, please complete this form and return via fax before March 1, 2010.

AD REQUIREMENTS

Ads will be displayed throughout the inner pages of the site positioned beneath the header graphic and search/login functions. Banner ads will be linked to the advertiser's website. Banner advertisements must be EXACTLY 468 wide x 60 high (in pixels). File type MUST be either a jpg, gif or animated gif. Maximum file size is 15 KB (smaller is always better). If advertisers plan on animating a banner, they should shoot for a three-second time limit. Five seconds should be the maximum it takes any animation to play.



AGREEMENT TO ADVERTISE & METHOD OF PAYMENT

Yes, I will purchase a banner ad on www.sportsturfassociation.com. I understand that you will invoice me on receipt of this form and that the print/web combo discount (if applicable) will appear on my 2010 *Sports Turf Manager* annual advertising invoice.

Current Advertisers. Please use the same ad as in 2009. Changes are forthcoming.

Name: _____ Signature: _____

Company: _____ E-mail: _____

Telephone: _____ Fax: _____

Mailing Address: _____

P.O. #: _____ Cheque VISA Mastercard American Express

Credit Card #: _____ Expiry: _____

Cardholder Name: _____ Cardholder Signature: _____

Please fax form to the attention of Lee Huether at 519-766-1704.

For more information, contact Lee at the Sports Turf Association office at 519-763-9431, info@sportsturfassociation.com.