

MAGAZINE ADS

The Sports Turf Manager



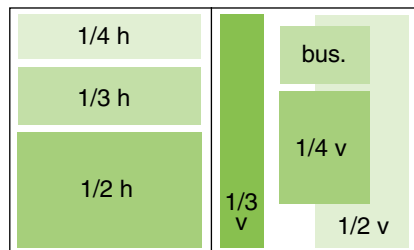
Print Advertising Opportunity

THE LEADING SPORTS TURF PUBLICATION IN THE PROVINCE MAKES THE SWITCH TO FULL COLOUR IN 2010. JOIN US ON OUR JOURNEY!

Sports Turf Manager is the quarterly magazine of the Sports Turf Association (STA), the non-profit professional association dedicated to the promotion of better, safer sports turf. *Sports Turf Manager* keeps professionals updated on leading research, STA programs and activities, and industry information and coming events. The magazine has a national and international distribution with the majority of its circulation in Ontario. Because of its highly specific turf-related readership base, *Sports Turf Manager* has proven to be a successful venue for industry advertisers.

We offer a wide variety of display ads in B&W and colour. Inserts are available for \$425 per issue. We encourage advertisers to sign-up on an annual basis. Those who do have the opportunity to publish a press release once throughout the year. A print/web combo is also available. Advertisers who place a banner ad online and commit to all four issues of the *Sports Turf Manager* receive a \$100 discount.

DIMENSIONS, REQUIREMENTS & OTHER IMPORTANT DETAILS



Full page ads: size listed adjacent (*) fits the margins. To bleed, add a 1/4" on all sides to the finished size of 8.5 x 11".

SIZE	WIDTH	DEPTH
bus. card	3-1/2"	2"
1/4 hor.	7-1/4"	2-3/8"
1/4 vert.	3-1/2"	4-3/4"
1/3 hor.	7-1/4"	3-1/4"
1/3 vert.	2-1/4"	9-5/8"
1/2 hor.	7-1/4"	4-3/4"
1/2 vert.	3-1/2"	9-5/8"
full page*	7-1/4"	9-5/8"

Submitted ads must exactly fit the above dimensions. Ads should be in Adobe Illustrator (eps or ai), Photoshop (tif or jpeg, 300 dpi) or Acrobat (press pdf). Please convert all type to outlines in Illustrator. If you require ad design or ftp information, contact our publisher Joy Black, New Paradigm Communications, at 519-371-6818, joy@npc-solutions.com.

DEADLINES

Spring 2010	March 5
Summer 2010	May 28
Autumn 2010	September 17
Winter 2010	October 29

PRICES (PER ISSUE)

SIZE	B&W	CMYK
business card	60	100
1/4 page	95	180
1/3 page	130	280
1/2 page	190	415
full page	370	645
inside front	n/a	695
back cover	n/a	750

INSERTS

Depending on space, STA will accept brochures or two (2) one page 8-1/2 x 11" advertising inserts (single or double-sided) to include in the *Sports Turf Manager* mailing package. Price is \$425 per issue. Inserts will be accepted on a first-come-first-serve basis per issue when confirmed by the deadline. Please call Lee at the STA office to check for availability and to reserve space.



Other advertising and promotional opportunities are available.

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

Sports Turf Manager 2010

ADVERTISING CONFIRMATION & INSERTION ORDER

All advertising is assigned on a first-come-first-serve basis allowing previous advertisers first right of refusal until the published deadline. Should advertising not be confirmed at this point, the space will be open to any advertiser who has a written request to be placed on a waiting list for a particular location.

Ads are selected at the discretion of the Sports Turf Association (STA). Neither the STA nor our publisher New Paradigm Communications (NPC) is responsible for any errors in electronic files supplied by the client. Similarly, STA and NPC accept no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed or published. STA reserves the right to dissolve any advertising contracts found to be unsuitable by the STA membership and/or board.

See the previous page for pricing and deadlines. Advertising is subject to applicable taxes.

New Product Press Release

Available once per year to all annual advertisers at no additional cost. It consists of a short, 150 word description of a new product or service your company is offering. A photograph may be published, space permitting.

Yes, I will be submitting. My preference is to publish in the issue indicated below.
 Spring 2010 Summer 2010 Autumn 2010 Winter 2010

Current Advertisers

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

Sports Turf Manager
For better, safer sports turf

Summer 2009
VOLUME 22, NUMBER 2

- 3 Field Day 2009 in Bramford
- 4 President's Message
- 5 Hot Ticks & New Members
- 6 Event Calendar & Industry Alert
- 7 Cover Story Continued
- 11 Biotechnology: Plasma Macrotreatments
- 13 Built-Up Sand-Capped Sports Fields
- 19 Operating Pesticide Free
- 24 STA Facility Profile
- 26 STA Member Profile

Sand-Capped Fields
See pages 12-17 for an in-depth look at how to save down the installation and sand topdressing to develop a built-up sand-capped system over time. Multi-pass Stone U investigates this alternative to complete field renovation.

Irrigation & Overseeding of Pesticide-Free Soccer Fields
PETER PURVIS (STATION MANAGER, G11, U OF GUELPH), PAUL CHARBONNEAU (TURF EXTENSION SPECIALIST, OMAHA) & KEN CAREY (RESEARCH TECHNICIAN, G1, U OF GUELPH)

A 2009 Q1S Highlight Article: Soccer, also known as the "beautiful game," is the most popular sport in the world. It is estimated that 2.5 billion people worldwide either play or watch the sport. Almost 3 million people play soccer in Canada, making it the second most popular sport after ice hockey. Eighty-four percent of these players are under the age of eighteen, with the number of soccer playing kids growing every year. High quality, safe, natural playing surfaces are needed to keep up with the demands of this fast growing sport. With the introduction of Ontario's Cosmetic Pesticide Ban, high quality, weed-free fields will be even more of a challenge to maintain.

Believing Soccer to be the G11
Sports fields have always been part of the vision for the Guelph Turfgrass Institute. Our Long-Term Plan, written in 1994, stresses that we are "capable of supporting a complex of sporting and park facilities for many active forms of recreation." In the winter of 2008, the idea resurfaced during a discussion of several turf industry professionals, spearheaded by David DeCicca, a local... **page 7**

ISSUE

- Spring 2010 Autumn 2010
 Summer 2010 Winter 2010

AD SIZE & COLOUR

SIZE	B&W	CMYK
business card	<input type="checkbox"/>	<input type="checkbox"/>
1/4 page	<input type="checkbox"/>	<input type="checkbox"/>
1/3 page	<input type="checkbox"/>	<input type="checkbox"/>
1/2 page	<input type="checkbox"/>	<input type="checkbox"/>
full page	<input type="checkbox"/>	<input type="checkbox"/>
inside front	<input type="checkbox"/>	<input type="checkbox"/>
back cover	<input type="checkbox"/>	<input type="checkbox"/>

AGREEMENT TO ADVERTISE & METHOD OF PAYMENT

Yes, I will purchase a magazine ad or an insert in the *Sports Turf Manager*. 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.

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.