

#THE TURF ZONE

2020 MEDIA KIT

Maximize your impressions and returns by creating a multi-channel marketing approach with The Turf Zone, a multimedia platform that offers advertising opportunities and packages for all budgets. As the resource for all things turfgrass, The Turf Zone features up-to-date, informative content that reaches thousands of targeted consumers.



TO LEARN MORE ABOUT THESE LIMITED
OPPORTUNITIES, CONTACT YOUR ADVERTISING REP AT AT:

888.707.7141

Info@TheTurfZone.com

About TheTurfZone™

The Turf Zone is your online destination for all things turf related. Here businesses will find a central hub with news and information covering multiple states, providing up-to-the-minute research on turfgrass products, research, initiatives, techniques and more.

Featuring podcasts, magazines and articles, events calendars, product spotlights and sponsorship opportunities through online ads and eblasts, TheTurfZone.com gives you on-demand access to information that is driving sales, quality and growth across the industry.

TheTurfZone™ is a big win - get in and score big.



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Media Channels

ONLINE ADS

Online sponsorships generate broad visibility for your brand and product messaging among turf professionals. These prominent banner positions align your company with the most respected content, serving the information needs of thousands of industry professionals.

A Page Peel

Page peels are a unique interactive medium that engage a user directly with your ad. Starting as a page curl in the upper right corner of the association homepage, when moused over, the page peels down to present a 500x500 advertisement.

Banner Ads

Banner ads are attention-getting and brand building, as well as a cost-effective and simple way to add impact to and round out your print advertising campaign. You can use a variety of formats in your banner ads, including static, Flash, expandable, and video.

B Top Leaderboard

C Sidebar Square

D Small Sidebar Rectangle

E Bottom Anchorboard

F Poll Sponsor

The monthly web poll sponsorship gives you homepage recognition, your logo, plus a question of your own design.

The screenshot shows the homepage of TheTurfZone website. Various advertising spots are highlighted with letters A through F:

- A** Page Peel: Located in the top right corner, showing a 'GIVE WATER A BREAK' ad that peels down.
- B** Top Leaderboard: A horizontal row of three banner ads at the top of the main content area.
- C** Sidebar Square: A square banner ad in the right sidebar.
- D** Small Sidebar Rectangle: A smaller rectangular banner ad in the right sidebar.
- E** Bottom Anchorboard: A horizontal row of three banner ads at the bottom of the page.
- F** Poll Sponsor: A poll titled 'What is the resource you most often use to help you identify turfgrass diseases?' with options like 'Local extension agency', 'Outside laboratory diagnostics', 'Internet', 'Books or literature', and 'Advice from friends/co-workers'. It is sponsored by TIF TUF.

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TTZ Sponsorships

PREMIUM PACKAGE

The TZ Premium Package is an integrated experience that reaches your target audience through a variety of formats including social media, podcast and video content, email, and online display ads.



\$699 Per Month

PACKAGE PRICE PER STATE
\$594.15 with annual discount
(3-month minimum commitment)

This package includes:

- A** Top leaderboard banner ad throughout site
- B** Pre-roll commercial on podcast and large ad above audio player (15 sec)
- C** E-Blast (1)
- D** Video intro for digital edition (15 sec)
- E** Social media postings (3)

Free of charge:

- Banner ad design and production
- Custom video motion graphics of logo
- Audio voiceover production

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TTZ Sponsorships

BASIC PACKAGE

The TZ Basic Package is an integrated experience that reaches your target audience through a variety of formats including social media, podcast, email, and online display ads.



\$599 Per Month

PACKAGE PRICE PER STATE
\$509.15 with annual discount
(3-month minimum commitment)

This package includes:

- A** Sidebar square banner ad throughout site
- B** E-Blast (1)
- C** Mid-roll commercial on podcast (15 sec)
- D** Social media postings (2)

Free of charge:

- Banner ad design and production
- Audio voiceover production

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TTZ Sponsorships

STARTER PACKAGE

The TZ Starter Package is an integrated experience that reaches your target audience through a variety of formats including social media, podcast, email, and online display ads.



\$499 Per Month

PACKAGE PRICE PER STATE
\$424.15 with annual discount
(3-month minimum commitment)

This package includes:

- A** Anchorboard banner ad throughout site
- B** E-Blast (1)
- C** Post-roll commercial on podcast (15 sec)
- D** Social media postings (1)

Free of charge:

- Banner ad design and production
- Audio voiceover production

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Sponsorships

MULTI-CHANNEL PACKAGES

50% OFF
PRINT ADS
FOR ALL PACKAGES!

MOST POPULAR

	PREMIUM \$699 Per Month / Per State (3-mo. min. commitment)	BASIC \$599 Per Month / Per State (3-mo. min. commitment)	STARTER \$499 Per Month / Per State (3-mo. min. commitment)
 Website Banner Ad	Top Leaderboard	Sidebar Square	Anchorboard
 E-Blast	Top Leaderboard	Sidebar Square	Anchorboard
 Podcast Commercial	15 Sec Pre-Roll	15 Sec Mid-Roll	15 Sec Post-Roll
 Social Media Posting	3	2	1
 Podcast Display Ad	✓	—	—
 Digital Edition Video	✓	—	—
 * Monthly Impressions	14,700 (3 mos.)	10,500 (3 mos.)	8,400 (3 mos.)
* Annual Impressions	58,800	42,000	33,600
	\$594.15 with annual discount \$1,258 savings!	\$509.15 with annual discount \$1,078 savings!	\$424.15 with annual discount \$898 savings!

Package Details

* Impressions based on exclusive rotation and not sharing with other advertisers.

- All sponsorship packages require a 3-month minimum commitment
- 5% discount for each additional state added to the schedule (Max 30% discount for 7+ states)
- 15% discount with annual commitment
- FREE design and production (Including voiceover and video for the Premium Package)
- **All packages receive 50% off print ads**

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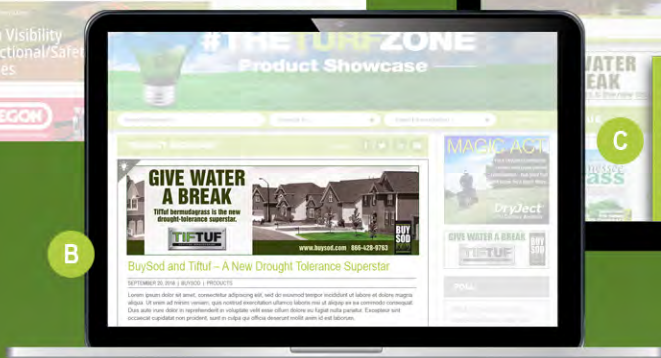
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Media Channels | PRODUCT SHOWCASE

The TZ Product Showcase is an integrated experience that reaches your target audience through a variety of formats including social media, podcast and video content, email, and online display ads.



A



B



C

E



D



\$399

Per Month

PER STATE

\$339.15 with annual discount
(3-month minimum commitment)

This package includes:

A E-Blast (1)

B Product Showcase details page

C Slide-in panel on association main page

The Slide-In Panel is a highly interactive, rich media ad unit providing an impactful branding and direct response experience.

D Facebook post with picture (1)

E Social media text postings (Twitter, LinkedIn, Google Plus)

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Media Channels

PAGE PEEL SPONSORSHIP

Page Peels are a unique interactive medium that engage a user directly with your ad. Starting as a page curl in the upper right corner of the homepage, when moused over, the page peels down to present a 500x500 advertisement.



\$99 Per Month

PRICE PER STATE
\$84.15 with annual discount

Sponsorship Benefits:

Brand Awareness

Strengthens your company image by aligning your message with targeted content, helping to create an affinity for your company and products among turf industry professionals.

Traffic Driver

Pushes decision-makers directly to product or content offerings when they click on your message. Increase traffic potential by providing clear calls to action.

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Media Channels | POLL SPONSOR

The TZ Poll Sponsorship is an incredibly versatile engagement tool that will capture your target audience's thoughts and feedback in a way that is engaging, interactive and effective.



\$49 Per Month

PRICE PER STATE
\$41.65 with annual discount

Sponsor Benefits:

Brand Awareness

Strengthens your company image by aligning your message with targeted content, helping to create an affinity for your company and products among turf industry professionals.

Traffic Driver

Pushes decision-makers directly to product or content offerings when they click on your message. Increase traffic potential by providing clear calls to action.

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Media Channels

FEATURED PROFESSIONAL

The TZ Featured Professional is the most effective listing enhancement in the Directory to drive listing traffic. Appear above the competition at the top of search results to substantially increase the number of buyers who click on your listing.



\$39 Per Month

PRICE PER STATE
\$33.15 with annual discount

Benefits:

Brand Awareness

Strengthens your company image by aligning your message with targeted content, helping to create an affinity for your company and products among turf industry professionals.

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Media Channels

SIDEBAR RECTANGLE AD

TTZ sidebar ads generate broad visibility for your brand and product messaging among turf professionals. These prominent banner positions align your company with the most respected content serving the information needs of thousands of industry professionals.



\$29 Per Month

PRICE PER STATE

\$24.65 with annual discount

This package includes:

- A** Sidebar banner ad throughout site
- B** E-Blast (1)

Free of charge:

- Banner ad design and production

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Impressions

PER STATE ASSOCIATION

Multi-Channel Packages		Per Member (Monthly)	Per State Association (Monthly)	Per State Association (3 Mos)	Per State Association (Annual)	Cost Per Impression (Monthly)
SPONSORSHIPS	Premium	7	4,900	14,700	58,800	\$0.14
	Basic	5	3,500	10,500	42,000	\$0.17
	Starter	4	2,800	8,400	33,600	\$0.18
	Product Showcase	7	4,900	14,700	58,800	\$0.08
	Sidebar Rectangle	2	1,400	4,200	16,800	\$0.02
	Page Peel	1	700	2,100	8,400	\$0.14
	Poll Sponsor	1	700	2,100	8,400	\$0.07

Package Details

* Impressions based on exclusive rotation and not sharing with other advertisers.

- Impressions calculation based on an average of 700 members per state association.
- All sponsorship packages require a 3-month minimum commitment
- 5% discount for each additional state added to the schedule (Max 30% discount)
- 15% discount with annual commitment
- FREE design and production (Including voiceover and video for the Premium Package)
- **All sponsorship packages receive 50% off print ads**

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