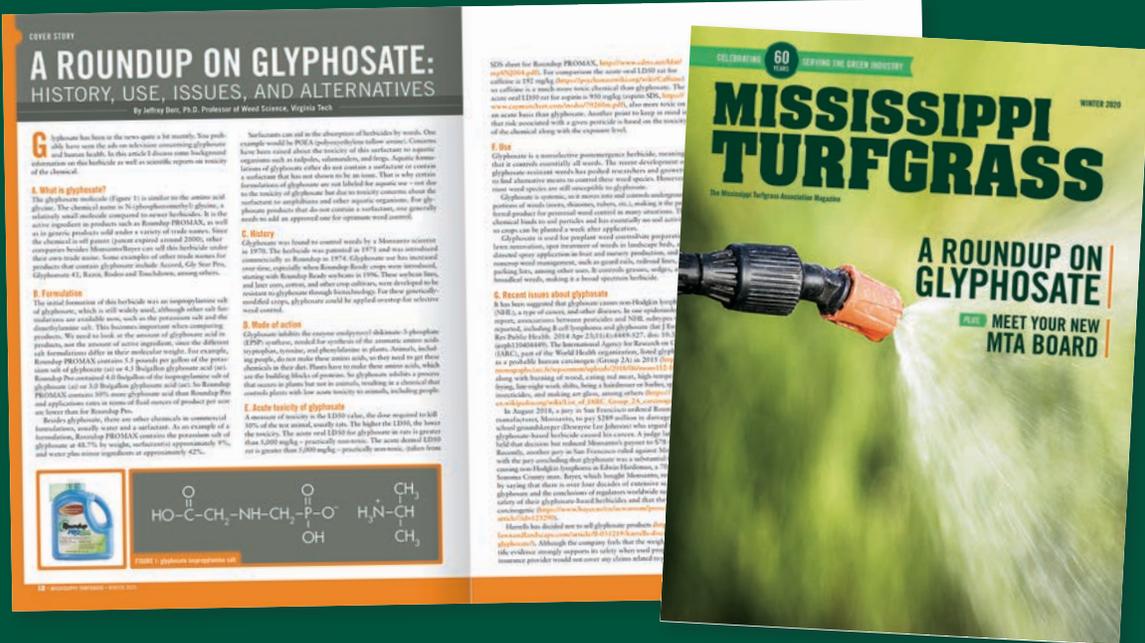


# MISSISSIPPI TURFGRASS

The Mississippi Turfgrass Association Magazine



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The Turfgrass Group, Inc.

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# MISSISSIPPI TURFGRASS

## FULL PAGE AD

|                |         |         |
|----------------|---------|---------|
|                | 4X      | 1X      |
| Black & White: | \$877   | \$927   |
| Color:         | \$1,244 | \$1,295 |

## 2/3 PAGE

|                |         |         |
|----------------|---------|---------|
|                | 4X      | 1X      |
| Black & White: | \$748   | \$785   |
| Color:         | \$1,115 | \$1,153 |

## 1/2 PAGE — Island or Horizontal

|                |         |         |
|----------------|---------|---------|
|                | 4X      | 1X      |
| Black & White: | \$634   | \$668   |
| Color:         | \$1,002 | \$1,035 |

## 1/3 PAGE — Vertical or Square

|                |       |       |
|----------------|-------|-------|
|                | 4X    | 1X    |
| Black & White: | \$460 | \$484 |
| Color:         | \$827 | \$852 |

## BUSINESS CARD — Vertical or Horizontal

|                |       |       |
|----------------|-------|-------|
|                | 4X    | 1X    |
| Black & White: | \$179 | \$186 |
| Color:         | \$546 | \$553 |

## SPECIAL POSITIONS AVAILABLE:

|                     |                  |
|---------------------|------------------|
| Back Cover:         | Additional \$138 |
| Inside Front Cover: | Additional \$110 |
| Inside Back Cover:  | Additional \$110 |
| Double Page Spread: | Additional \$193 |
| Power Page Spread:  | CUSTOM           |

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QR Code ads: \$104

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 Blue Tag Certified Sod  
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1/2 PAGE HORIZONTAL

1/3 PAGE SQUARE

BUSINESS CARD VERTICAL

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- Reduces heat stress
- Increases tolerance against toxic elements
- Essential part of an integrated fertility program
- Environmentally friendly

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FULL PAGE

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BUSINESS CARD HORIZONTAL

1/2 PAGE ISLAND

## PRINT AD SPECIFICATIONS

| SPACE SIZE         | WIDTH<br>(in inches) | DEPTH<br>(in inches) |
|--------------------|----------------------|----------------------|
| Full Page*         | 8.375"               | 10.875"              |
| Power Page, Left*  | 7.625"               | 10.875"              |
| Power Page, Right* | 8.25"                | 10.875"              |
| 2/3 Page           | 4.875"               | 9.875"               |
| 1/2 Page Island    | 4.875"               | 7.66"                |
| 1/2 Page Horiz.    | 7.375"               | 4.937"               |
| 1/3 Page Vert.     | 2.25"                | 9.875"               |
| 1/3 Page Sq.       | 4.875"               | 4.937"               |
| Bus. Card Vert.    | 2.25"                | 4.937"               |
| Bus. Card Horiz.   | 4.875"               | 2.25"                |
| QR Code Ad         | 3.75"                | 2"                   |

\*ONLY FULL PAGE ADS BLEED.



### IMPORTANT FOR FULL PAGE PRINT ADS:

- Bleed size: 8.625" x 11.125"  
(for full page ads; .125" on all sides)
- Trim size: 8.375" x 10.875"
- Live area: 7.875" x 10.375"
- vital copy must remain .25" from trim size)

### PRINT AD FILE FORMAT:

- PDF (Portable Document Format) is the required file format for print ads
- Images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale.
- All fonts must be embedded or converted to outlines.

## HOW TO SUBMIT YOUR AD

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