

NEW ENGLAND

BLADE

THE NEW ENGLAND SPORTS TURF MANAGERS ASSOCIATION MAGAZINE



NESTMA MEMBERS RECEIVE A 20% DISCOUNT ON ADVERTISING

Nowhere else in New England will you find a publication that reaches a more comprehensive breadth of professional sports turf managers who are consistent purchasers of the type of products, equipment and/or services that your company offers. *New England Blade* is the New England Sports Turf Managers Association magazine. NESTMA members come from all segments of the sports turf industry and include:

- Sports Turf Managers
- Stadium & Facility Managers
- Public Works Managers
- Physical Plant Administrators
- Directors of Parks & Recreation
- Coaches & Athletic Directors
- Architects, Engineers & Field Builders
- Educators
- Industry Suppliers

This exciting magazine provides valuable education and industry information to recipients four times a year. Readers can also access the online version through TheTurfZone.com website. Archived issues will ensure that your advertising will continue to be seen indefinitely, for long-ranging impact.

Total Circulation: **1,104**

CALL US TODAY AT

615-790-3718

888-707-7141 (TOLL FREE)

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— **Bill Carraway, VP of Marketing**
The Turfgrass Group, Inc.

Leading Edge Communications publishes the official magazines and annual membership directories for nine turfgrass associations, including:

- *Alabama Turf Times*
- *Arkansas Turfgrass Association*
- *MTC Turf News* (Maryland)
- *Mississippi Turfgrass*
- *New England Blade*
- *North Carolina Turfgrass*
- *Pennsylvania Turfgrass*
- *Tennessee Turfgrass*
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NESTMA MEMBERS RECEIVE A 20% DISCOUNT

FULL PAGE AD

	4X	1X
Black & White:	\$965	\$1,020
Color:	\$1,368	\$1,426

2/3 PAGE

	4X	1X
Black & White:	\$823	\$864
Color:	\$1,227	\$1,268

1/2 PAGE — Island or Horizontal

	4X	1X
Black & White:	\$697	\$735
Color:	\$1,102	\$1,139

1/3 PAGE — Vertical or Square

	4X	1X
Black & White:	\$506	\$532
Color:	\$910	\$937

BUSINESS CARD — Vertical or Horizontal

	4X	1X
Black & White:	\$197	\$205
Color:	\$601	\$608

SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$152
Inside Front Cover:	Additional \$121
Inside Back Cover:	Additional \$121
Double Page Spread:	Additional \$212
Power Page Spread:	CUSTOM

DIGITAL MARKETPLACE

QR Code ads: \$114

AD DESIGN

Leading Edge can design your ad at an affordable rate. Give us a call for details.

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1/2 PAGE
HORIZONTAL

1/3 PAGE
SQUARE

BUSINESS
CARD
VERTICAL

FULL
PAGE

BUSINESS
CARD
HORIZONTAL

1/2 PAGE
ISLAND

PRINT AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (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

Submit Ads Via Email to: info@LeadingEdgeCommunications.com

DIGITAL ADVERTISING

Digital advertising opportunities are available via **The Turf Zone**, where over **11,000 engaged subscribers** regularly receive updates. Advertising opportunities include online ads, email blasts, product spotlights, video intro for the digital edition and podcasts. For additional details, visit: theturfzone.com/about/

#THETURFZONE

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