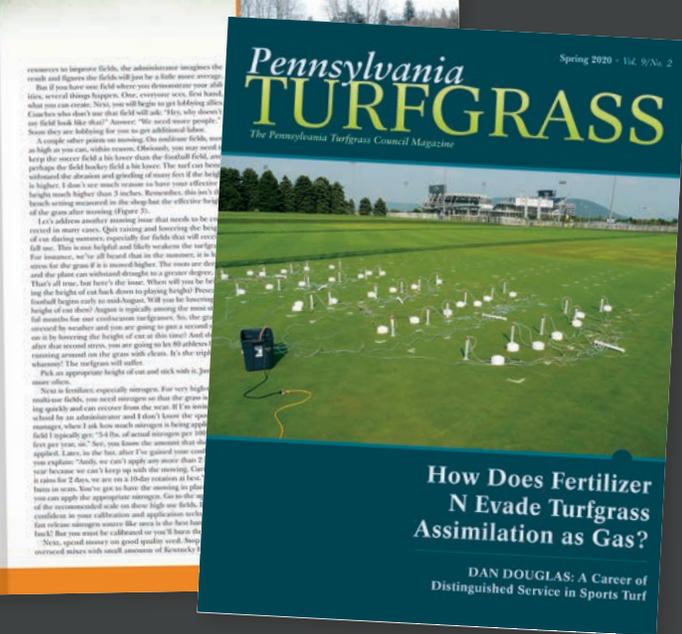
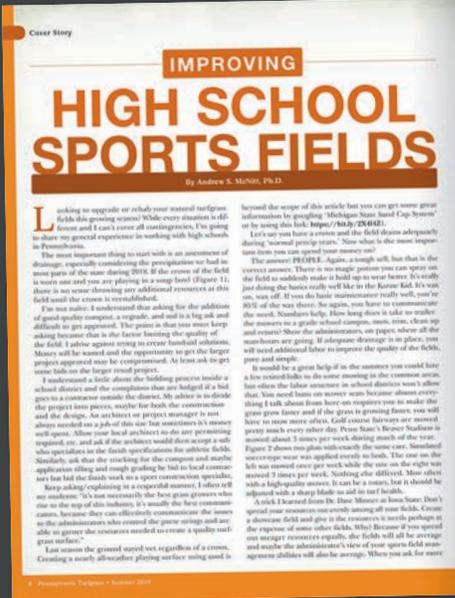


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Pennsylvania Turfgrass is a quarterly publication that features valuable research, education and industry information in a high-quality, full-color, professionally designed format that will ensure PTC members' attention and engagement. The magazine also is available as an online version through the PTC website, boosting market reach and readership.

Pennsylvania Turfgrass will enable you to avoid the shotgun approach of marketing, where you broadcast your message and hope that it lands near some of your target audience. Instead, this magazine will help you narrow your focus and deliver your message directly to your customers and prospects — turfgrass managers — across the state of Pennsylvania.

The Pennsylvania Turfgrass Council members include:

- » Golf course superintendents
- » Sports turf managers
- » Lawncare and landscape companies
- » Sod producers
- » Parks and recreation turf managers
- » Suppliers to the state's turf industry

Total Circulation: 2,079

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

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- » *MTC Turf News* (Maryland)
- » *Mississippi Turfgrass*
- » *New England Blade*
- » *North Carolina Turfgrass*
- » *Pennsylvania Turfgrass*
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	4X	1X
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Color:	\$1,244	\$1,295

2/3 PAGE

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Color:	\$1,115	\$1,153

1/2 PAGE — Island

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Black & White:	\$634	\$668
Color:	\$1,002	\$1,035

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Black & White:	\$460	\$484
Color:	\$827	\$852

BUSINESS CARD — Vertical or Horizontal

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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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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

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