

# Pennsylvania TURFGRASS



## Targeted Audience of Customers — Affordable Rates — Consistent Message

*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

**CALL US TODAY AT**  
**615-790-3718**  
**888-707-7141 (TOLL FREE)**  
 sales@LeadingEdgeCommunications.com  
 www.LeadngEdgeCommunications.com



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