

#THE TURF ZONE

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.

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.

PREMIUM PACKAGE



\$699 Per Month

PACKAGE PRICE PER STATE

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** Video intro for digital edition (15 sec)
- D** Social media postings (3)
E-Blast (1)

Free of charge:

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

BASIC PACKAGE



\$599 Per Month

PACKAGE PRICE PER STATE

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

STARTER PACKAGE



\$499 Per Month

PACKAGE PRICE PER STATE

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

Sponsorships

MULTI-CHANNEL PACKAGES



MOST POPULAR

	PREMIUM	BASIC	STARTER
	\$699	\$599	\$499
	Per Month / Per State (3-mo. min. commitment)	Per Month / Per State (3-mo. min. commitment)	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
	<i>\$594.15 with annual discount \$1,258 savings!</i>	<i>\$509.15 with annual discount \$1,078 savings!</i>	<i>\$424.15 with annual discount \$898 savings!</i>

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**

PRODUCT SHOWCASE

SLIDE-IN
PANEL



\$399 Per Month
PACKAGE PRICE PER STATE

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)



PAGE PEEL SPONSORSHIP

\$99 Per Month

PACKAGE PRICE PER STATE
\$84.15 with annual discount

MONTHLY IMPRESSIONS: **6K**
ANNUAL IMPRESSIONS: **76K**

The total number of impressions are based on a commitment with 9 state associations.



POLL SPONSORSHIP

\$49 Per Month

PACKAGE PRICE PER STATE
\$41.65 with annual discount

MONTHLY IMPRESSIONS: **6K**
ANNUAL IMPRESSIONS: **76K**

The total number of impressions are based on a commitment with 9 state associations.



INCLUDES
E-BLAST

SIDEBAR RECTANGLE AD

\$29 Per Month

PACKAGE PRICE PER STATE
\$24.65 with annual discount

MONTHLY IMPRESSIONS: **13K**
ANNUAL IMPRESSIONS: **151K**

The total number of impressions are based on a commitment with 9 state associations.