

Virginia TURFGRASS^{journal}

Journal of the Virginia Turfgrass Council



AFFORDABLE RATES — CONSISTENT MESSAGE

The shotgun approach — broadcasting your marketing message hoping it lands near some of your target audience no longer works.

Virginia Turfgrass Journal allows you to narrow the focus and get your message directly in the hands of your customers across the state of Virginia.

The Virginia Turfgrass Council is made up of:

- Golf Course Superintendents
- Lawn Care & Landscape Companies
- Municipalities/Parks & Recreation
- Sports Turf Managers
- Sod Producers
- Suppliers

The magazine is one of the main benefits of membership — providing valuable research, education, and industry information to each member 6 times a year.

Sponsorships for the online version of the publication are available as well.

CONTACT US TODAY AT

sales@LeadingEdgeCommunications.com
www.TheTurfZone.com



Leading Edge Communications

ADVERTISING IN TURFGRASS PUBLICATIONS WORKS!!

HERE'S WHAT OUR CUSTOMERS SAY:

I only wish all of my business dealings were as easy as mine have been working with Leading Edge.

The circulation and geographic diversity of the various Leading Edge publications we advertise in, has allowed us to reach much of our target demographic. The timing of the publications has enabled us to consistently put our product in front of a vast audience on a continuing basis at an affordable price. The return on investment has surpassed my every expectation.

If I could make a single recommendation to any of my professional contemporaries, it would be to get in touch with these people yesterday.

— 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
- MTC Turf News (Maryland)
- Mississippi Turfgrass
- New England Blade
- North Carolina Turfgrass
- Pennsylvania Turfgrass
- Tennessee Turfgrass
- Virginia Turfgrass Journal

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Leading Edge Communications



FULL PAGE AD

Black & White
Color

2/3 PAGE

Black & White
Color

1/2 PAGE — Island or Horizontal

Black & White
Color

1/3 PAGE — Vertical or Square

Black & White
Color

BUSINESS CARD — Vertical or Horizontal

Black & White
Color

AD DESIGN

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

SPECIAL POSITIONS AVAILABLE:

Back Cover
Inside Front Cover
Inside Back Cover
Double Page Spread

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Leading Edge Communications

1/2 PAGE
HORIZONTAL

1/3 PAGE
SQUARE

BUSINESS
CARD
VERTICAL

FULL
PAGE

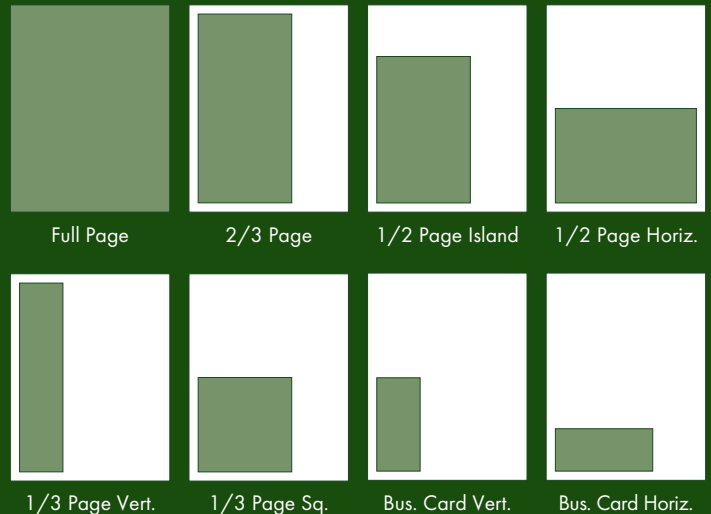
BUSINESS
CARD
HORIZONTAL

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.



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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