

#THE TURF ZONE

2019 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
 \$594.15 with annual discount
 (3-month minimum commitment)

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
 \$509.15 with annual discount
 (3-month minimum commitment)

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
 \$424.15 with annual discount
 (3-month minimum commitment)

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

#THETURFZONE

2019 MEDIA KIT

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	16,800 (3 mos.)	10,500 (3 mos.)	8,400 (3 mos.)
* Annual Impressions	67,200	42,000	33,600
	\$594.15 with annual discount \$1,258 savings!	\$509.15 with annual discount \$1,078 savings!	\$424.15 with annual discount \$898 savings!

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**

TO LEARN MORE ABOUT THESE LIMITED OPPORTUNITIES, CONTACT YOUR ADVERTISING REP AT AT:

888.707.7141

Info@TheTurfZone.com

PRODUCT SHOWCASE

SLIDE-IN
PANEL



\$399 Per Month
PACKAGE PRICE PER STATE
 \$339.15 with annual discount
 (3-month minimum commitment)

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 ad post with picture (1)
- E** Social media text postings (Twitter, LinkedIn, Google Plus)



**PAGE PEEL
SPONSORSHIP**
\$99 Per Month
PACKAGE PRICE PER STATE
 \$84.15 with annual discount

MONTHLY IMPRESSIONS: **5K**
 ANNUAL IMPRESSIONS: **60K**

The total number of impressions are based on a commitment with all 7 associations.



**POLL
SPONSORSHIP**
\$49 Per Month
PACKAGE PRICE PER STATE
 \$41.65 with annual discount

MONTHLY IMPRESSIONS: **5K**
 ANNUAL IMPRESSIONS: **60K**

The total number of impressions are based on a commitment with all 7 associations.



**SIDEBAR
RECTANGLE AD**
\$29 Per Month
PACKAGE PRICE PER STATE
 \$24.65 with annual discount

MONTHLY IMPRESSIONS: **10K**
 ANNUAL IMPRESSIONS: **120K**

The total number of impressions are based on a commitment with all 7 associations.