



# ON THE TURF

**2018 MEDIA GUIDE**

THE OFFICIAL PUBLICATION OF THE  
FLORIDA CHAPTERS OF THE SPORTS TURF MANAGERS ASSOCIATION

# ON THE TURF Media Guide 2018

## THE OFFICIAL PUBLICATION OF THE FLORIDA CHAPTERS OF THE SPORTS TURF MANAGERS ASSOCIATION

**ON THE TURF** magazine, a quarterly publication highlighting the latest trends, research and news in the sports turf manager's industry. 2018 will mark the 4th year of this successful and sought after publication.

### ISSUE DATES AND DEADLINES

**SPRING 2018 - MARCH** (Issue 1)

Materials due **February 14, 2018**

**SUMMER 2018 - JUNE** (Issue 2)

Materials due by **May 9, 2018**

**FALL 2018 - SEPTEMBER** (Issue 3)

Materials due by **August 1, 2018**

**WINTER 2018 - DECEMBER** (Issue 4)

Materials due by **October 1, 2018**

### CONTACT US

We invite any STMA member, Florida Chapter members or vendors to be a part of ON THE TURF.

**For advertising, contact Cheryl Harris at [charris@crnnet.net](mailto:charris@crnnet.net).**

Distribution of magazine is to over 700 (print) and 1,000 (electronic) decision makers in the sports turf management industry. ON THE TURF can also be downloaded at [cfstma.org](http://cfstma.org).

### DISPLAY AD RATES AND SPECS

	Size W x H	ON THE TURF single issue	DISCOUNTED RATE (4 issues) (10%)
2-Page Spread (w/ bleed)	11.25" x 8.75"	\$1,600	\$5,760
2-Page Spread (w/o bleed)	10.5" x 6.5"	\$1,600	\$5,760
Inside Front Cover (w/bleed)	5.625" x 8.75"	\$850	\$3,060
Inside Front Cover (w/o bleed)	5" x 6.5"	\$850	\$3,060
Inside Back Cover (w/bleed)	5.625" x 8.75"	\$850	\$3,060
Inside Back Cover (w/o bleed)	5" x 6.5"	\$850	\$3,060
Full-Page (w/ bleed)	5.625" x 8.75"	\$700	\$2,520
Full-Page (w/o bleed)	5" x 6.5"	\$700	\$2,520
Half-Page (horizontal)	5" x 3.25"	\$450	\$1,620
Half-Page (vertical)	2.5" x 6.5"	\$450	\$1,620
1/4 Page (horizontal)	5" x 1.625"	\$250	\$900
1/4 Page (vertical)	2.5" x 3.25"	\$250	\$900

- Bleed ads must have 1/8 inch bleed on all four sides. Keep live area within trim size.
- ON THE TURF is a full-color publication. All advertising submissions must be in 4-color.
- Guaranteed position rates are available at 10% above full page color rate.

### ADVERTISING REQUIREMENTS

- Preferable file formats are EPS, TIFF, high resolution (minimum 300 dpi) JPEG, or press-optimized PDF.
- All advertisements must be provided on a CD or emailed in high resolution format. Advertising materials will be kept by the Florida Sports Turf Managers Association for one year from last date published.
- **ON THE TURF** goes directly to plate from disk, therefore, we do not accept film. There is no extra charge for bleed-formatted submissions.