

Please be our 2018 Advertising Partner in *clippings*!

clippings, NJTA's news magazine, is one of the valuable benefits NJTA members receive. Each issue features upcoming events, recaps our past events, and includes scientific articles from University researchers and industry professionals, including Rich Buckley and the professors at Rutgers University, Center for Turfgrass Science.

Features for 2018:

- A hardcopy of *clippings* is mailed to every member (900 members and growing)
- An electronic version will also be e-mailed to every member
- Each issue will be posted into our website archive
- Advertising options are available to help you stand out (*inserts and wraps*)
- Advertising pricing has been reduced to better fit your budget

Reach Your Customers:

Our membership is the most diverse in the turfgrass industry

- ✓ Golf Course Superintendents
- ✓ Lawn Care Professionals
- ✓ Sports Field Managers
- ✓ School/Parks/Recreation Managers
- ✓ Cemetery Superintendents
- ✓ Irrigation Contractors
- ✓ Sod Growers
- ✓ Manufacturers/Distributors/Dealers
- ✓ Researchers/Educators/Students



Help the New Jersey Turfgrass Association make your business grow by generously placing an ad in *clippings*. Your contributions help us follow our mission of supporting the turfgrass research at Rutgers University. By placing your ad in *clippings*, you will be gaining exposure to a diverse group of turfgrass industry professionals within New Jersey and the surrounding area.

Please contact our Executive Director, Cece Peabody, for additional details or questions:
(973) 812-6467 or by email: execdirector@njturfgrass.org.

Thank you and we look forward to another successful year with your support.

Dave Schell
President, NJTA

Dr. Bruce Clarke
Director, Rutgers Center for Turfgrass Science



clippings

THREE ISSUES PUBLISHED ANNUALLY to FEATURE OUR EVENTS:

- ISSUE # 1 [Pre May Golf Classic & Post December Green Expo] **Deadline for Ads & Articles: February 15**
 ISSUE # 2 [Post May Golf Classic & Pre Summer Field Days] **Deadline for Ads & Articles: June 5**
 ISSUE # 3 [Post Summer Field Days & Pre December Green Expo] **Deadline for Ads & Articles: October 5**

2018 Advertising Options

PATRON Listing [Company Info]	\$125.00 for year <i>Complimentary with Full Page Ad or any of the New options</i>
1/4 Page [Quarter Page]	\$200.00 per issue [\$600.00 for year] <i>Complimentary 1/4 Ad for 2017 Premier Sponsors of Rutgers Golf Classic</i>
1/2 Page [Half Page]	\$400.00 per issue [\$1,200.00 for year]
Full Page	\$700.00 per issue [\$2,100.00 per year] <i>Patron listing included with this option</i>
Half Page Insert	\$750.00 per issue Full color one-sided half page insert glued into issue (1 per issue)
Full Page Insert	\$1,000.00 per issue Full color one-sided full page insert glued into issue (1 per issue)
“BellyBand” Wrap	\$1,200.00 per issue Full color sleeve around each <i>clippings</i> – 18” x 5” Gloss paper.

ARTWORK SPECIFICATIONS:

TIF, EPS, or PDF files by EMAIL or on CD. High Resolution – at least 300 DPI. Full Color. You supply the ad and we’ll do the rest! Deadlines to receive items above.

WHICH ISSUES? Spring/Summer Summer/Fall Fall/Winter

TOTAL COST OF *clippings* ADS: \$ _____

PAYMENT INFORMATION:	
Company: _____	
Contact Name: _____	
Address: _____	
City: _____	State: _____ Zip: _____
Phone: _____	Fax: _____
Email: _____	
Products/Services (for Patron Listing): _____	
<input type="checkbox"/> Check (Payable to NJTA) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AMEX <input type="checkbox"/> Send Invoice	
Credit Card # _____	
Security Code _____	
Expiration Date _____	
Cardholder’s Signature _____	