



## *Clippings* Magazine Join our 2020 Marketing Partners!

NJTA's magazine, *Clippings*, is one of the valuable benefits New Jersey Turfgrass Association members, Allied professionals, and industry leaders receive. Each issue features upcoming events, recaps our key events -- Rutgers Golf Classic in May, Turfgrass Research Field Days in late July, and Green Expo in December -- and includes scientific articles from University researchers and industry professionals, and professors at Rutgers University, Center for Turfgrass Science.

### **HELP NJTA CELEBRATE 50 Years: 1970 – 2020! Features for 2020:**

- A hardcopy of *Clippings* is mailed to every member & allied associates (*950 members and growing*)
- An electronic version will also be e-mailed to every member & allied and industry professionals
- Advertising options are available to help you stand out (*inserts and wraps*)
- Advertising pricing is cost effective 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



*Left: Dr. William Meyer • Right: Dr. Bruce Clarke  
Rutgers Center for Turfgrass Science*

Let 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](mailto:execdirector@njturfgrass.org).

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

*Rob Johnson*  
President, NJTA

*Dr. Bruce Clarke*  
Director, Rutgers Center for Turfgrass Science



# clippings

## THREE ISSUES PUBLISHED ANNUALLY to FEATURE OUR EVENTS:

<b>Issue # 1</b>	[Post Green Expo & Pre Golf Classic]	<b>Deadline for Ads &amp; Articles: February 5</b>
<b>Issue # 2</b>	[Post Golf Classic & Pre Field Days]	<b>Deadline for Ads &amp; Articles: June 1</b>
<b>Issue # 3</b>	[Post Field Days & Pre Green Expo]	<b>Deadline for Ads &amp; Articles: October 1</b>

## 2020 Advertising Options

<b>PATRON Listing</b> [Company Info]	<b>\$125.00</b> for year <i>Complimentary with Full or Half Page Ad</i>
<b>1/4 Page</b> [Quarter Page]	<b>\$200.00</b> per issue [\$600.00 for year] <i>Complimentary 1/2 page Ad for 2019 Premier Sponsors of Rutgers Golf Classic</i>
<b>1/2 Page</b> [Half Page]	<b>\$400.00</b> per issue [\$1,200.00 for year]
<b>Full Page</b>	<b>\$700.00</b> per issue [\$2,100.00 per year] <i>Patron listing included with this option</i>
<b>Half Page Insert</b>	<b>\$750.00</b> per issue Full color one-sided half page insert glued into issue (1 per issue)
<b>Full Page Insert</b>	<b>\$1,000.00</b> per issue Full color one-sided full page insert glued into issue (1 per issue)
<b>“BellyBand” Wrap</b>	<b>\$1,200.00</b> 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?  Issue # 1  Issue # 2  Issue # 3

### TOTAL COST OF *Clippings* ADS: \$ \_\_\_\_\_

PAYMENT INFORMATION: You can also pay ONLINE at [www.njturfgrass.org](http://www.njturfgrass.org) (Scroll down home page to *Clippings* Information)

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Products/Services (for Patron Listing): \_\_\_\_\_

Check (Payable to NJTA)  Visa  MasterCard  AMEX  Send Invoice

Credit Card # \_\_\_\_\_

Security Code \_\_\_\_\_

Expiration Date \_\_\_\_\_

Cardholder’s Signature \_\_\_\_\_