



Clippings Magazine Join our 2021 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.

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:

Issue # 1	[Post Green Expo & Pre Golf Classic]	Deadline for Ads & Articles: February 15
Issue # 2	[Post Golf Classic & Pre Field Days]	Deadline for Ads & Articles: June 15
Issue # 3	[Post Field Days & Pre Green Expo]	Deadline for Ads & Articles: October 15

2021 Advertising Options

PATRON Listing [Company Info]	\$125.00 for year <i>Complimentary with Full or Half Page Ad</i>
1/4 Page [Quarter Page]	\$200.00 per issue [\$600.00 for year] <i>Complimentary 1/2 page Ad for 2020 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? Issue # 1 Issue # 2 Issue # 3

TOTAL COST OF *Clippings* ADS: \$

PAYMENT INFORMATION: You can also pay ONLINE at 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 _____