

TurfNet 2017 MEDIA KIT

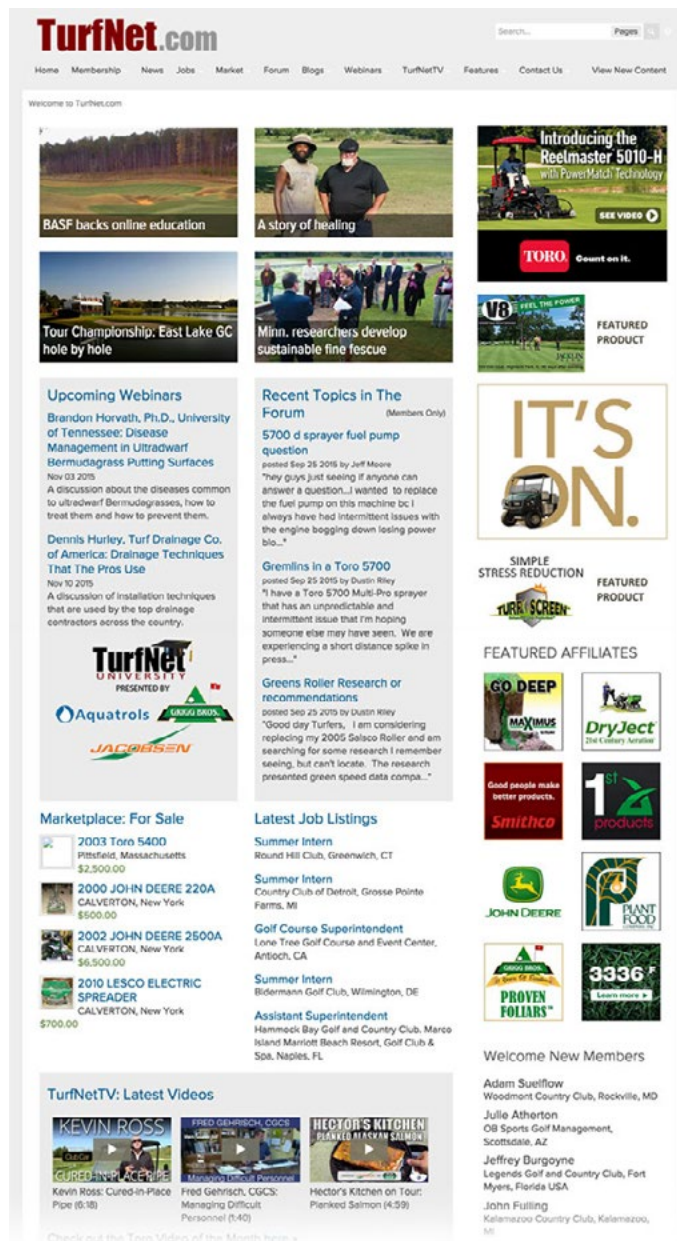
For twenty three years, TurfNet has been the turf industry's leading online community for golf course superintendents, assistants, equipment technicians, university turf specialists and industry representatives.

We are pleased to offer our broadest-ever selection of media opportunities to fit any program, need or budget.



Turnstile Media Group
1500 Park Center Dr.
Orlando, FL 32835

Jon Kiger, Director of Media
Sales tel: 770-395-9850
jkiger@turfnet.com



TurfNet

AT A GLANCE

all digital since 2009... we don't do print!

OUR MISSION:

- EDUCATE
 - INFORM
 - INNOVATE
 - CONTRIBUTE
 - FACILITATE
 - ENTERTAIN
 - RECOGNIZE
 - PROVIDE VALUE
 - HAVE FUN!
- and we do it!*

The
TurfNet FORUM
MEMBERS-ONLY DISCUSSION AREA

TurfNet
RADIO
podcasts

TurfNet JOBS
OUR MONSTER EMPLOYMENT BOARD

INDUSTRY
NEWS

TurfNet
UNIVERSITY
WEBINAR SERIES

TurfNet
SUPERINTENDENT'S
BEST FRIEND
DOG CALENDAR

THE ORIGINAL DOG CALENDAR, SINCE 2002

TurfNet
SUPERINTENDENT
OF THE YEAR
AWARD
RECOGNIZING THE BEST, SINCE 2000

TurfNetTV
THE TURF INDUSTRY'S
ORIGINAL VIDEO CHANNEL

TurfNet
MARKETPLACE
BUY & SELL USED TURF
EQUIPMENT

TurfNet
Members'
Trips

BLOGS
Career, Mindfulness, Agronomy,
Sustainability, GIS Coverage, Humor,

TurfNet Turf Blog Aggregator
TUESDAY MORNING E-BLAST

TurfNet
TECHNICIAN
OF THE YEAR
AWARD
THE ORIGINAL TECH OF THE YEAR
AWARD, SINCE 2008

INVESTING IN DIGITAL MEDIA? ASK TO SEE THE METRICS!

Digital media takes the guesswork out of how your advertising investment performs. As the industry's leader in digital delivery, we put the "count" in accountability! We can drill down from site-wide to

campaign- and banner-specific metrics to provide you with ongoing progress reports on how your banners and campaigns are performing.

TurfNet BY THE NUMBERS

August 1, 2015 to July 31, 2016

User sessions: **126,344** avg/month

Unique users: **27,548** avg/month

Visit duration: **3:20** minutes avg

Twitter followers: **11,000+**

TurfNet University **25**/year

Webinars: **172** archived events

Page views: **544,927** avg/mo

Pages/session: **4.31** avg

TurfNetTV videos: **521** to date

TurfNetTV views: **508,808** to date

TurfNet RADIO **98** to date

podcasts: **54,566** total listens

Yep, that's over
a half-million
page views
average, per
month!

Upon request, we will set you up with a monthly DoubleClick report so you can actively monitor the performance of your banners.

With any of our banner positions, we encourage submitting multiple creatives to schedule as rotating with page views or to change out over time to always keep your message fresh and the click-thrus coming.

WHY INFLUENTIAL SUPERINTENDENTS PAY \$ TO JOIN **TurfNet**

- Unparalleled **guidance and advice** from their peers on the **TurfNet.com Forum** — to solve problems, avoid mistakes, share opinions and experiences and *have a little fun!* **Experience... respect... trust...**
- **Free used equipment listings**, both for sale and wanted — which often pays for the service alone!
- **Free job listings** on TurfNet.com — the “monster” of all industry job boards. Great results!
- **25+ TurfNet University webinars** per year and 100+ on-demand archives.
- **TurfNet Members Trips:** Opportunities to visit turf care facilities and play golf with other TN members.
- An invitation to our popular **Beer & Pretzels Gala** at GIS, where TurfNet members see old friends and put faces to the names they see in the Forum.

AND NON-MEMBERS KEEP COMING BACK TOO!

- The industry's **best job board** and **used equipment marketplace!**
- **TurfNetTV** — The original Turf TV channel — and **TurfNetRADIO** podcasts
- **Hector's Shop** video series, **vlogs** from Randy Wilson and Kevin Ross
- Occasional free **Webinars** from TurfNet University sponsors
- Popular blogs by Dave Wilber, Randy Wilson, Dr. Frank Rossi, Paul MacCormack, Matt Leverich, Jim McLoughlin, Joe Fearn and Peter McCormick
- Industry news as it happens.
- 4 Free resumé and intern job postings

“

We had a sprayer that we were replacing this winter. Our dealer offered us \$3,500 to trade it in. I put it on TurfNet, listed it for \$6,000 and sold it in just under three hours. Well worth the cost to belong to TurfNet!

We also advertised for a 2nd Assistant Superintendent. We had more resumes than I have had in a long time. Hired a person who saw it on TurfNet and applied.

So what did all of this cost our club? You know the answer, well worth the cost of being a member. Just wanted to say thanks...”

Rick Tegtmeier, CGCS MG
Des Moines Golf & Country Club



WHY YOUR COMPANY SHOULD BE A **TurfNet** AFFILIATE MEMBER

- You'll zero in on **the most influential golf course superintendents** — typically the early adopters, the movers and shakers.
- Keep your **thumb on the pulse** of the industry by monitoring the **TurfNet.com Forum... hear what superintendents are saying about your products** and those of your competitors... and **identify new product opportunities!** We alert affiliate members when their products are being discussed on the Forum.
- **Contribute your expertise and experience** to the Forum discussions in a non-promotional manner. Foster relationships and create goodwill for your company.
- Provide **one-on-one product support** by responding to inquiries or complaints raised on the Forum, while quelling any misinformation, disinformation or rumor before it snowballs. While you may only solve one person's problem, hundreds of others are watching — and **know that your company cares.**
- Priority coverage of your new products.
- Have regional needs? We can **geotarget your banner ads** any way you'd like: north/south, state/province, zip/postal, or area code.

With a 23-year track record of exceeding expectations, TurfNet is the second-longest tenured media entity in the golf turf industry...

“

I have advertised through various media outlets and it has become clear to me: TurfNet is simply the best!

Best return on investment, best customer service, best personal attention, best superintendent interaction and best overall value. And it isn't even close!

Thank you TurfNet for all your support, effort and creativity on our behalf...”

Scott May
TurfMax, LLC
Erdenheim, PA



BANNER POSITIONS

TurfNet.com offers standard IAB and custom ad positions throughout the site, all HTML5 enabled and trafficked through DoubleClick. Most positions are run as a shared rotation except where noted as “exclusive”.

Promote your brand and product in front of prospective buyers with high frequency at very affordable rates — even for the most budget-conscious advertiser.

All banners and sponsorships are sold on a time-based bulk purchase (sponsorship) basis rather than CPM.

Creative may be updated or changed out at any time at no extra charge. Fresh creative ALWAYS boosts the click-thru rate!

Creative development services are available.

Featured Products are displayed in various positions throughout the site in addition to the main page.

TIER ONE
300x250px
Scorecard

TIER TWO
300x250px
Scorecard

FEATURED PRODUCTS
170x125px
One included with
basic \$1495 affiliate
membership.

**WEBINAR
SPONSOR
LOGOS**

**FEATURED
AFFILIATES**
125x125px
(included w/
Basic Affiliate
Membership)

The screenshot shows the TurfNet.com homepage with various banner positions highlighted by blue boxes and arrows pointing to the descriptive text on the left. The website layout includes a top navigation bar with links like Home, Membership, News, Jobs, Market, Forum, Blogs, Webinars, TurfNetTV, Features, Contact Us, and View New Content. The main content area is divided into several sections:

- Tier One (300x250px Scorecard):** Located at the top right, featuring a large banner for "GET SERIOUS" by MAXIMUS, which promotes aeration and fill services.
- Tier Two (300x250px Scorecard):** Located below the Tier One banner, featuring a smaller banner for "Revolution Core Competency" by neary.
- Featured Products (170x125px):** Located in the middle right, featuring a banner for "FASTER or BETTER? YES." by neary, which promotes a wetting agent.
- Webinar Sponsor Logos:** Located in the bottom right, featuring a section titled "FEATURED AFFILIATES" with logos for various companies like CUTTER, TERRA BRUSH, WIEDENMANN, and JOHN DEERE.
- Other Content:** The website also includes sections for "Upcoming Webinars" (featuring Brandon Horvath, Ph.D.), "Recent Topics in The Forum" (featuring insurance policies for golf courses), "Marketplace: For Sale" (featuring a 2012 Aerway AWGHP-60-1S7ZDEG), and "Latest Job Listings" (featuring a Summer Intern position at The Broadmoor).

BANNERS (continued)

Banner advertising on TurfNet.com:

- **Repeat exposure** for your brand
- **High frequency** keeps you in spotlight
- **Annual terms** make it simple and easy
- **Flexibility** - Change out your creative as often as you choose
- **Low cost** - Many annual programs cost less than a one- or two-month print program

BLOG and PODCAST SPONSOR

PROGRAM SPONSOR MATRIX

300x250px
Rotation included with blog, podcast and webinar sponsorships

TIER 3
728 x 90px
Mostly run-of-site except pages specifically sponsored.

Latest from the blogs...

RANDY WILSON:
I here at the 'Rock Dave Wilson in "Ten Years of Rockbottom" "Our Film Crew at Rockbottom Country Club operates just like our golf course crew: Skeletal. Everyone is cross-trained in several disciplines, on both sides of the camera, in order to keep things affordable and efficient. In this Rockbottom 10 Year Film Fest... Read more →

FRANK ROSSI:
Frankly Speaking
Dr. Bill Kreuser: PGRs, growth potential and timing
"In this episode I speak Frankly with Professor Bill Kreuser from the University of Nebraska-Lincoln about his work with PGRs (rates, frequency, etc), pigments, and his take on using growth potential to schedule... Read more →

SHelley Smith:
Hawthorn's Eye Golf Club, Belliere, Michigan
Steven Scott:
Persimmon Hills Golf Course, Sharon, TN
Steve Snare:
The Crossings Golf Club, Glen Allen, VA

A HUGE SHOUTOUT TO OUR BLOG SPONSORS:

Meet Ludell, Rockbottom's VinylGuard installer.
If Ludell can do it, ANYBODY can!
VinylGuard
Renew and protect golf course accessories

— BLOG SPONSORS —

HIGH SALINITY?
Get Macro-RELIEF
7% PLANT AVAILABLE Cololam
Macro-Sorb L-Form Amino Acids
Regulates Osmotic Potential
Increases Cell Hydration
Increases Stress Tolerance
MACRO-SORB
TECHNOLOGIES LLC

— BLOG SPONSORS —

FLEX BRUSH
TRUE-SURFACE®
... makes true greens!

— BLOG SPONSORS —

ORIGINAL DEEP TINE AERATOR VERTI-DRAIN
Redexim
"To really enjoy the better things in life, one must first have experienced the things they are better than..."
— Oscar Homoka

QUOTABLE:
"To really enjoy the better things in life, one must first have experienced the things they are better than..."
— Oscar Homoka

THE TURFNET RENOVATION REPORT
Join Dave Wilber as he talks with Pat Sisk, CGCS, of Milwaukee Country Club, CGCS, about the history and caretaking of Milwaukee Country Club. Milwaukee Country Club is one of those places. It has history and character. Patrick Sisk commands the hel... Read more →

DAVE WILBER:
The Turfgrass Zealot
The Turfgrass Zealot Project Episode #7 with Mind/Body Expert Julia Tindall
"Join me as I speak with Mind/Body/Spirit Expert and author Julia Tindall. Are you happy? Are you stressed? These are critical questions to ask about work and life. And often we in the turfgrass biz don't have many people on our side when we want..." Read more →

JOE FEARN:
Third Way Green
My Dream Job...
"This title might lead you to think I'll be writing about how I am filling a position that is all I ever expected out of a career. I am, but this blog is not referring to exactly that type of dream job. This post has to do with an actual..." Read more →

PAUL MacCORMACK:
The Mindful Superintendent
This Note's For You...
"Musical instruments have always fascinated me. From the trombone to the French horn, or from harmonica to the acoustic guitar, there is virtually no end to the combinations of sound or the possibility for creation. One of the most perplexing thin..." Read more →

TurfNet Members' Trip: IRELAND 2015
Saturday: Ballymac Golf, then onto Dublin for a Guinness tour
"The last day of the TurfNet Members' Trip 2015 (for those not extending) kicked off with a 9-hole scramble match at the Ballymacanlon Hotel and Golf Course, the only parkland course on the trip this year. John Gail and John Gosselein are all smiles as the trip winds down on Saturday. Before the round, trip organizer and Mr. Irish, Jon Kiger, snuck away to 100-year old Lawless Barbers in Dundal..." Read more →

Demo the 2014 A Model Fairway, Rough & Trim mowers
SIGN UP FOR A DEMO.

BANNER POSITION DETAILS

We traffic our banners through **DoubleClick** and encourage submission of DoubleClick or third party ad tags whenever possible. This enables you to change your creative at will, remotely.

All banners (except exclusive specialty banners like the page peel and pushdown) rotate randomly among a pool of a maximum of eight advertisers, and change with every page view. Animation is OK but no audio. Maximum file size is 1MB.

We accept multiple creatives to rotate concurrently, or schedule a seasonal rotation banners or to correspond with specific promotions (EOP, etc).

TIER 1 **Where:** Main page, top of right column; plus News and Employment pages
Size: 300x250
Cost: \$8500 per year/\$850 per month, time-based bulk

TIER 2 **Where:** Main page, middle of right column; plus News and Employment pages
Size: 300x250
Cost: \$7500 per year/\$750 per month, time-based bulk

TIER 3 **Where:** Footer, multiple pages
Size: 728x90
Cost: \$6500 per year/\$650 per month, time-based bulk



BANNER POSITION DETAILS

FEATURED AFFILIATE

A matrix of eight 125x125 ad squares. Included with affiliate membership, each affiliate member gets one rotation in random position. Can be logo or product-related.

Where: Main page, 8-position matrix, right sidebar -- plus smaller arrays on various pages throughout the site

Size/format: 125x125, jpg, gif, png

FEATURED PRODUCTS

Where: Main page, two positions: below Tier 1 and Tier 2. Also scattered throughout the site.

Size/format: 170x125, jpg, gif, png

Cost: One included with basic \$1495 affiliate membership; additional \$500 each per year.

A very economical method of repetitive brand awareness or product promotion!



FEATURED
PRODUCT



FEATURED
PRODUCT

FEATURED AFFILIATES



EXPANDABLE BANNERS

PAGE PEEL

Where: Main or Employment page(s), top left corner.

Rotation: No, always on, exclusive.

Size: 500x500 with 92x92 teaser content in top left corner

Image area: 460x460 and 92x92 diagonal anchored top left. Template available.

Cost: \$600/week, \$2000 per month



Located in the top left corner of the main page and Employment section, the **Page Peel** utilizes a curled 100x100 teaser banner (or image area) which peels back upon mouse-over to reveal a diagonal 500x500 underlying banner. Always on, exclusive. No rotation.

PUSHDOWN

The Pushdown banner, located on the main page below the menu, expands to push other content down the page

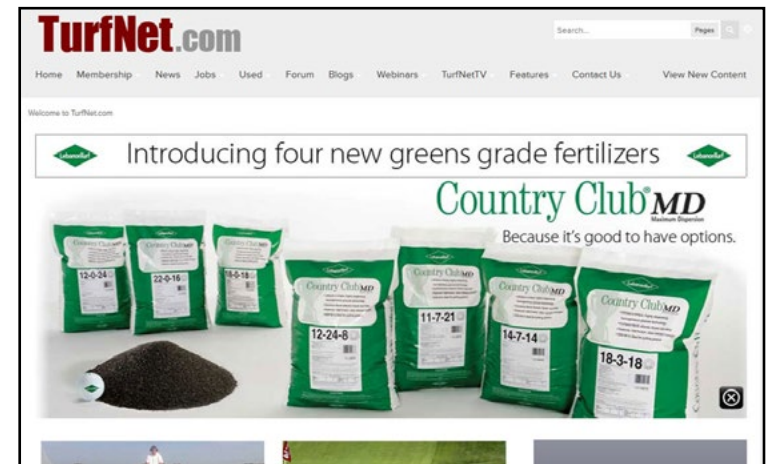
Where: Main or Employment page(s), under the menu, full width of content area.

Rotation: No, always on, exclusive.

Size: 1000x275 (up to 400px) at full expansion. Top 1000x80px contains teaser image content that expands upon click/tap.

Cost: \$800/week, \$2400 per month

Limit: Four months per year maximum per advertiser



SECTION SPONSORSHIPS

EMPLOYMENT

The most highly-trafficked section of TurfNet.com, the employment listings account for nearly 50% of our site traffic... over 300,000 page views average per month.

Banners in this section are displayed on most pages within the section (search, results, post, etc.)

"...over 300,000 page views average per month."

Jobs Listing Page

Job Detail Page

Tiers 1, 2 and Employment Sponsors

Tier 3

The collage illustrates various sponsorship opportunities on the TurfNet.com website. The central screenshot shows a 'Golf Course Superintendent' job listing with a 'Hahn SPRAY BUG' banner at the bottom. To the right, a 'Jobs Listing Page' screenshot shows a list of job postings with a 'THE NEW TORO' banner. Below the job listing, a 'Job Detail Page' screenshot shows a map and a 'The NEW Stevens POGO' banner. To the right of the job detail page, a 'Tier 3' screenshot shows a 'The NEW Stevens POGO' banner. To the right of the job listing, a 'Tier 1, 2 and Employment Sponsors' screenshot shows a list of sponsors with banners for 'ANY WAY YOU GRIND IT' and 'PIN SHEET'.

SECTION SPONSORSHIPS

USED EQUIPMENT

The Used Equipment section (for sale and wanted, plus a new section for parts) is perfect for purveyors of used goods, services or parts.

Standard sponsorship includes a 300x250 banner rotation among two positions. **\$3,000 per year**

Featured Advertisers have their used equipment listings featured in rotation at the top and in the right sidebar on the listings page. **\$2,500 per year**

Banner rotation: \$3,000 per year

Featured Advertiser: \$2500 per year

The screenshot shows the 'MARKETPLACE Used For Sale' page. A blue box labeled 'Featured Listings' points to the top listing: 'Jacobsen LF 3400 Fairway Mower' for \$3,500.00. Another blue box labeled '300x250 banners' points to a banner for 'UGATE STORE.COM' on the right side of the page. A third blue box points to a 'TLC Toro Loyalty Credits' banner at the bottom right. The page lists various equipment for sale, including Bunker Rake, Smithco Diesel Super Rake, Toro 3020, Jacobsen 72 in 1900 D trim mower, and John Deere 2020 gas progator dump.

Item	Price	Location	Posted	Views
Jacobsen LF 3400 Fairway Mower	\$3,500.00	Sparta, New Jersey	Today, 04:06 AM	368
Smithco Diesel Super Rake Bunker Rake	\$3,900.00	Basking Ridge, New Jersey	Today, 04:05 AM	24
Toro 3020	\$1,950.00	Katy, Texas	Today, 03:41 AM	24
Jacobsen 72 in 1900 D trim mower 3 wheel drive	\$4,250.00	olmsted twp, Ohio	Yesterday, 07:42 PM	75
John Deere 2020 gas progator dump	\$4,250.00	olmsted twp, Ohio	Yesterday, 06:49 PM	31
Rotary Mower 2005 Toro 3500D	\$6,200.00			

TurfNetTV

THE INDUSTRY'S ORIGINAL VIDEO CHANNEL

Series Sponsorships

TIPS & TRICKS

TurfNet members helping each other by sharing tips and tricks for doing things easier... what could be better? Typically 30+ videos are posted in this category each year. Sponsor is displayed in a pre-roll splash screen on every video.

\$14,000 per year sole sponsor or \$7500/year co-sponsorship

HECTOR'S SHOP

Featuring Hector Velazquez, these 2x/month instructional videos range from shop makeovers to proper use of plastic welders and tire changers. Sponsor is displayed in a pre-roll splash screen on every video.

\$14,000 per year sole sponsor or \$7500/year co-sponsorship

ON COURSE WITH KEVIN ROSS

Featuring Kevin Ross, CGCS, superintendent at the Country Club of the Rockies in Vail, CO, topics of this semi-monthly video series include novel ways to work better, faster and smarter — while also challenging the status quo. Sponsor is displayed in a pre-roll splash screen or video on every video.

\$14,000 per year sole sponsor or \$7500/year co-sponsorship



TurfNet 2017 Media Kit



WEBINAR SERIES SPONSORSHIPS

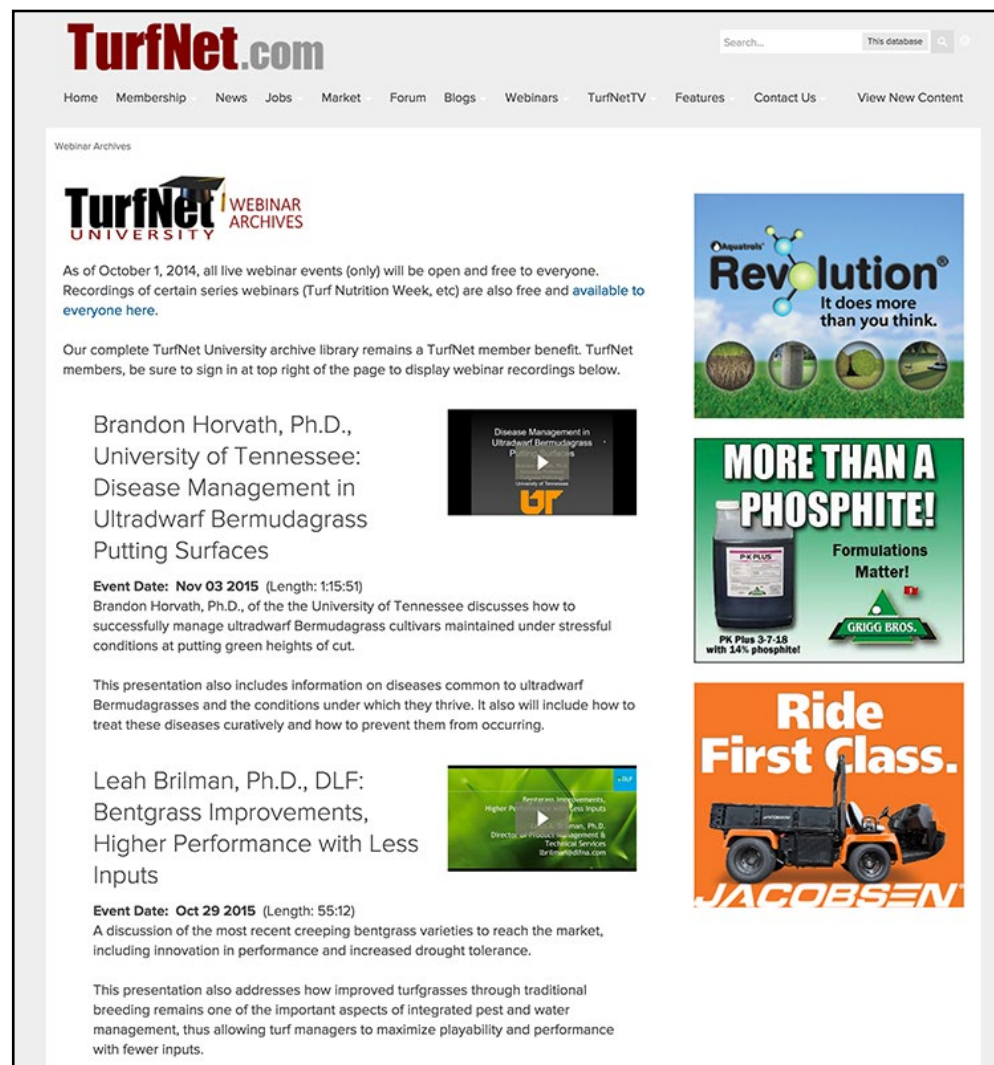
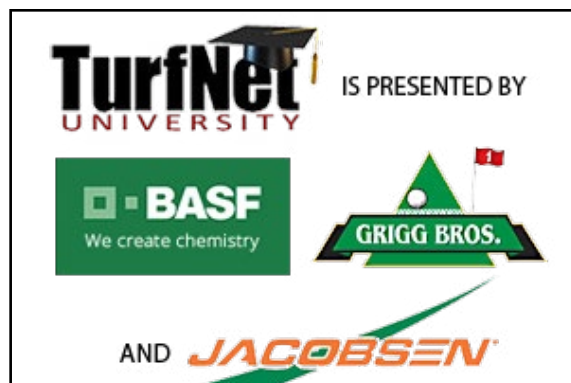
TurfNet University webinars are 60 minute streaming video and audio presentations from notable university turf specialists, industry representatives and progressive superintendents.

Live events are free and open to everyone. The 100+ on demand archived events are a TurfNet members-only benefit.

Each webinar is heavily promoted via social media and TurfNet *This Week* e-blasts.

Sponsorship includes sponsor logos and banners on the main, schedule and archive pages, social media and weekly e- blasts.

Four presenting sponsorships are available at \$12,000 each for the year.



TurfNet 2017 Media Kit



PODCAST SERIES SPONSORSHIPS

TurfNet RADIO presents another unique opportunity to reach your customers! Every podcast sponsor gets a custom 30-second audio commercial, recognition during the show, logo under the excerpt on the main page of TurfNet.com and on all e-blasts and social media posts -- PLUS a 300x250 banner rotation in the **Program Sponsors** section on the right sidebar of the main page.

DR. FRANK ROSSI: FRANKLY SPEAKING

The 'effervescent and entertaining' Dr. Rossi, associate professor of turfgrass science at Cornell University and a past winner of the TOCA Environmental Communicator of the Year Award, pulls no punches as he challenges the status quo of turfgrass management — particularly regarding environmental sustainability. 24 podcasts each year. Three sponsorships available.



Jimmy Pierson @JPierson23 · Oct 16

@fsr3 I can't get enough of your podcast "Frankly Speaking" I've listened to all of them twice now. When will Steve McDonald be back on?!



FRANK ROSSI

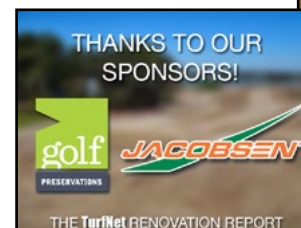
THE RENOVATION REPORT

Hosted by Dave Wilber and Jon Kiger, The Renovation Report checks in with golf course architects, builders, superintendents, pundits and prognosticators who are involved in renovation projects. Each show is promoted heavily on social media.



Andy O'Haver @andyohaver · Aug 6

20min commute+3shifts=time to catch up on @turfnet radio. Turf Renovation is awesome! blogtalkradio.com/turfnet/2015/0... @jeff_mingay @TurfgrassZealot





PODCAST SERIES SPONSORSHIPS (continued)

DAVE WILBER: THE TURFGRASS ZEALOT PROJECT

Hosted by the Original Turfhead, **The Turfgrass Zealot Project** delves into all things concerned with life as a turfhead, except turfgrass itself (he leaves that to others and elsewhere). Guests have included an ex-NFL groundskeeper, extreme athlete-superintendents, a yoga instructor, and TurfNet members of various stripes.



Matthew Crowther @22Crowther · Oct 3

Just finished @TurfgrassZealot podcast with @NaturalGrassMan and it was awesome. Need more sports turf involvement on @turfnet #GoodStuff



Andy O'Haver @andyohaver · Sep 7

Mr. Dave @TurfgrassZealot killed with the venerable Mike Kosak on his Turfgrass Zealot Project podcast. Check it out. blogtalkradio.com/turfnet/2015/0...



THE LADDER

Introduced in 2016, **The Ladder** explores the aspirations, needs and desires of the Millennial/GenY folks climbing the career ladder, while also helping those at the top of the ladder better understand, motivate and manage the GenYers.

\$8,000 per year sole sponsor or \$7500/year co-sponsorship



GCSANC @gcsanc · 6h

Gavin Dickson- GCSANC Board Member interview with John Reitman @turfnet The Ladder turfnet.com/blog/25/entry-...



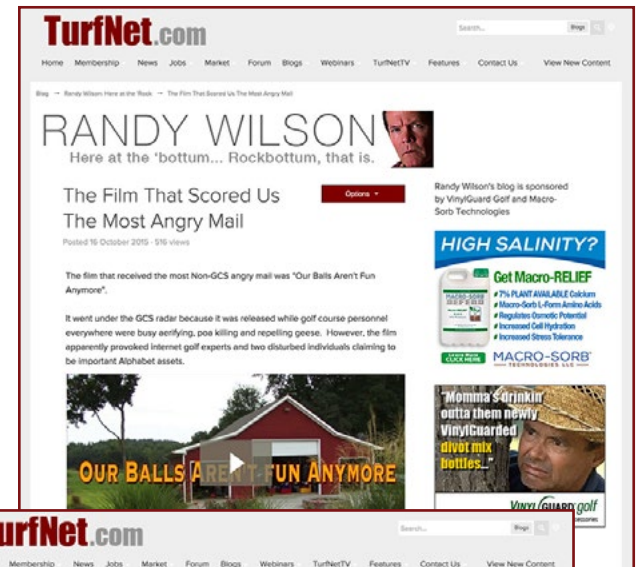
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BLOG SPONSORSHIPS

RANDY WILSON: *HERE AT THE 'ROCK VIDEOBLOG*

TurfNet's popular humorist recently celebrated **Ten Years of Rockbottom**, poking fun, cajoling, taking potshots, prompting introspection and otherwise entertaining the golf/turf industry... all in good fun. Often edgy and provocative, usually somewhat irreverent, Randy Wilson is always entertaining.

\$14,000 per year sole sponsor or \$7500/year co-sponsorship



PAUL MacCORMACK - THE MINDFUL SUPERINTENDENT

Our Canadian superintendent/club GM/ blogger writes about keeping one's sanity and priorities straight during the grind of the season... and beyond.

\$8,000 per year sole sponsor or \$4500/year co-sponsorship

JOE FEARN - THIRD WAY GREEN

Joe Fearn manages the grounds at Drury University in Springfield, Missouri. His writing is insightful with always a nod toward sustainability in everything we do.

\$8,000 per year sole sponsor or \$4500/year co-sponsorship

BLOG SPONSORSHIPS (continued)

GREENKEEPING: THE NEXT GENERATION

For the sixth year, TurfNet has arranged for a student to intern at a private golf club in Ireland. The student blogs about his or her experiences, travels and knowledge gained. All blog posts are promoted via social media and on Friday morning e-blasts.

\$7,000 per year sole sponsor or \$4000/year co-sponsorship



TURF BLOG AGGREGATOR E-BLAST

Our popular Tuesday morning **Turf Blog Aggregator** e-blast grabs 6-8 posts from TurfNet members' turf blogs and assembles them into one email. Each post is separated by a banner or banner-and-text advertisement.

Our mailing list approximates 11,000, with open rates averaging 18-22%.

Six banner slots are available in each TBA e-blast. Each advertiser has a 600x450px space allocated to use for banners and text. Rich media support is limited. Position is prioritized by total spend with us.

Positions are \$850 each per month, or \$8500/ year (50 issues).

TurfNet
TURF BLOG AGGREGATOR™

November 3, 2015

-- ADVERTISEMENT --



AWARD SPONSORSHIPS

SUPERINTENDENT OF THE YEAR

Our flagship program, the **TurfNet Superintendent of the Year Award** is presented annually to one outstanding superintendent selected from among those nominated by club officials, course owners, members, casual golfers, or staff members. Nominations are submitted on TurfNet.com and Golfweek.com.

Nominees are judged on a variety of criteria by a panel of judges selected from a cross-section of the industry, including the sponsor.

The winner is announced at the sponsor's booth at GIS with coverage in our GIS blog. A video of the award and a profile of the winner are posted on TurfNet.com. The award includes a spot on the TurfNet Members' Trip for the winner and a guest.

Once again, sold to Syngenta for 2017.



TECHNICIAN OF THE YEAR

The **TurfNet Technician of the Year Award** is presented annually to a golf course equipment manager chosen from a panel of judges from a cross-section of the industry.

The winner receives the **TurfNet Wrench Award** (a real gold-plated wrench) at a luncheon held at his or her club facility, and a weeklong training session at Toro's Service Training University at the company's headquarters in Bloomington, Minn.

Once again, sold to The Toro Company for 2017.



EVENT SPONSORSHIPS

GOLF INDUSTRY SHOW COVERAGE

Each year our “roving reporters” roam the floor of the Golf Industry Show to search out the new and the improved products and services for our show coverage blog. Laid out in a masonry (Pinterest style) columnar design, the blog is prominently featured on TurfNet.com during show week. The advertisers logo is placed at the top right of the blog section, and is featured on the daily e- blasts from the show.

Our GIS blog continues to generate search engine traffic throughout the year.

One sponsorship is available at \$3000.



TurfNet MEMBERS' TRIP

Following four trips to Ireland, three to Bandon Dunes and one to the American Club in Kohler WI, TurfNet will return to Ireland in October, 2017 for five days of outstanding golf and camaraderie.

Three sponsorships are available at \$6900 each, which includes one spot on the trip for a company representative.



— Five days of world-class golf & camaraderie —

Bandon Trails
Bandon Dunes

Old MacDonald
Pacific Dunes

The Preserve
The Punchbowl

PRICING SUMMARY

BASIC AFFILIATE MEMBERSHIP (base level required for advertising)

\$1,495/year

- 125x125 Featured Affiliate button rotation on main and selected other pages
- 170x125 Featured Product banner rotation

BANNER POSITIONS

Tier One Scorecard banner, 300x250, top right main page plus **news** and **employment** sections

\$8,500/year

Tier Two Scorecard banner, 300x250, same as above except second position

\$7,500/year

Tier Three Leaderboard banner, 728x90, footer of main page, news and employment

\$6,500/year

Employment section (only) scorecard, all pages

\$4,500/year

Used Equipment section (only), scorecard, all pages

\$3,000/year

Featured Advertiser, Used Equipment section (features listed items)

\$2,500/year

Featured Product banner, 170x125, main and multiple interior pages

\$500/year each

Page Peel (main page, top left corner, 500x500 with diagonal reveal upon hover; always on, exclusive. Maximum of four months per year per advertiser. Maximum one month/creative.

\$600/week

\$2000/month

Pushdown (main page, below menubar, 1000x80 ribbon with expansion to 1000x250

\$800/week

\$2400/month

PRICING SUMMARY continued

SPONSORSHIPS

Superintendent of the Year Award

Sold for 2017

Technician of the Year - Golden Wrench Award

Sold for 2017

Superintendents' Best Friend Dog Calendar

Sold for 2017

BLOGS, WEBINARS, VIDEO

Randy Wilson's *Here at the 'Rock* video blog

\$14,000/year

\$7,500/yr

Dr. Frank Rossi's *Frankly Speaking* TurfNetRADIO audio podcast series

\$9,000/yr (3)

Dave Wilber's *The Turfgrass Zealot Project* audio podcast series

\$14,000/year

\$7,500/yr

The TurfNet Renovation Report audio podcast series, hosted by Dave Wilber

\$14,000/year

\$7,500/yr

Paul MacCormack's *The Mindful Superintendent* blog

\$8,000/year

\$4,500/yr

Joe Fearn's *Third Way Green* blog

\$8,000/year

\$4,500/yr

Greenkeeping, the Next Generation - Interning in Ireland student intern blog

\$7,000/year

\$4,000/yr

TurfNet University Webinar series (4 sponsorships available)

\$12,000/yr (4)

TurfNetTV *Tips & Tricks* video series

\$14,000/year

\$8,000/yr

TurfNetTV *Hector's Shop* video series

\$14,000/year

\$8,000/yr

TurfNetTV *On Course with Kevin Ross* video series

\$14,000/year

\$8,000/yr

SPECIAL PROJECTS, PROGRAMS & PROMOTIONS

The beauty of digital media is that creative implementation has few limitations. Have an idea for a special promotion, program or project? Survey? Product launch? Webinar series? We will work with you to develop a strategy to combine banners, video, webinars, audiocasts and e-blast promotions.



CREATIVE SPECIFICATIONS

STANDARD AND RICH MEDIA BANNERS

	300x250 Scorecard	720x90 Leaderboard	170x125 Featured Product	125x125 Featured Affiliate	600x450 Turf Blog Aggregator
Supported file types	.jpg, .gif, png HTML5 .swf		.jpg, .gif, png		
Expansion	OK	No	No		TBA advertisers are allocated a 600x450 space which can be a single banner (up to 450px high) or a combination of banner and text below - total height with text not to exceed 450 px high
Animation	OK		No		
Video	OK		No		
Max Video & Animation Frame Rate	24 fps video, 12 fps animation		n/a		
Max. Animation length Max no. of loops	30s 3 (within 30 secs)		n/a		
Audio Initiation	Must be user initiated (on click: mute/un-mute); default state is muted				n/a
Expansion	Must be user-initiated, click-to-expand or rollover-to-expand.				n/a
Flash/HTML5	Due to major browser limitations in supporting Flash it is highly recommended that HTML5 or image creatives are supplied instead.				n/a

SPECIALTY BANNERS

	Pushdown 1000x275 up to 1000x400	Page Peel 500x500
Supported file types	.jpg, .gif. png	.jpg, .gif. png
Location	Main page, below the menu	Main page, top left corner
Content area (closed)	1000x80	92x92 bias anchored top left
Content area (expanded)	1000x250	460x460 bias anchored top left
Expansion on	Click/Tap	Hover/Tap

Questions? Contact Peter McCormick at peter.turfnet@gmail.com or 802-659-0120 for help with creative specs.