

TurfNet 2018 MEDIA KIT

For twenty four 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: 404-915-6484
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 for the calendar year 2017

User sessions:	120,616 avg/month	Page views:	509,012 avg/mo
Unique users:	27,607 avg/month	Pages/session:	4.31 avg
Visit duration:	3:10 minutes avg	TurfNetTV videos:	400+ to date
Twitter followers:	13,200+	TurfNetTV views:	591,875 to date
TurfNet University	24 /year	TurfNet RADIO podcasts:	175+ to date
Webinars:	194 archived events		

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 150+ 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
- **25+ TurfNet University webinars** per year and 150+ on-demand archives.
- Popular blogs by Dave Wilber, Randy Wilson, Dr. Frank Rossi, Paul MacCormack, Matt Leverich, Joe Fearn and Peter McCormick
- Award-winning Industry news as it happens.

“

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



TurfNet 2018 Media Kit

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 24-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 content sections and ad placements. The callout boxes identify the following ad positions:

- Tier One (300x250px Scorecard):** Located at the top right of the page.
- Tier Two (300x250px Scorecard):** Located in the middle right section, below the Tier One ad.
- Featured Products (170x125px):** Located in the middle right section, below the Tier Two ad.
- Webinar Sponsor Logos:** Located in the bottom left section, below the Tier Two ad.
- Featured Affiliates (125x125px):** Located in the bottom right section, below the Featured Products ad.

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: \$7500 per year/\$750 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!

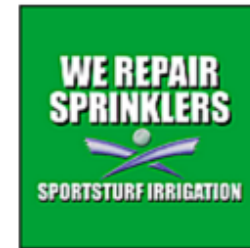


FEATURED
PRODUCT



FEATURED
PRODUCT

FEATURED AFFILIATES



HIGH IMPACT BANNERS

MAIN PAGE MASTHEAD

What: A 990x250 full-width banner under the main page menu.

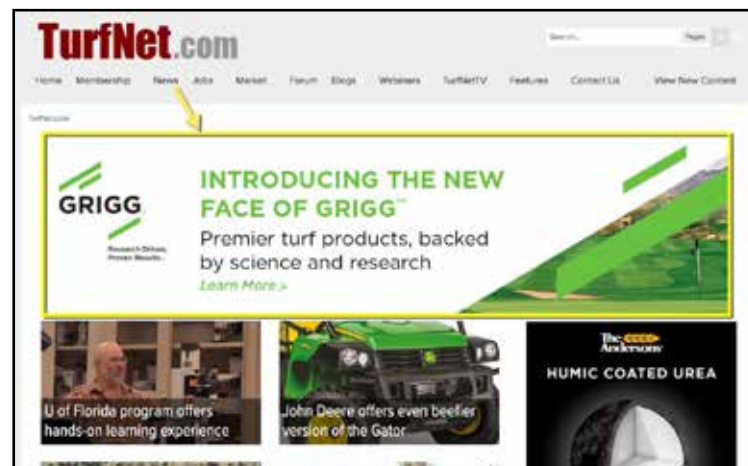
Where: Main page, under the menu, full width of content area.

Rotation: No, always on, exclusive.

Size: 990 px wide x 250 px high.

Cost: \$850/week

Limit: Two consecutive weeks per advertiser.



TURF BLOG AGGREGATOR

Our popular Tuesday morning **Turf Blog Aggregator** e-newsletter grabs 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%.

Eight 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).

SECTION SPONSORSHIPS

EMPLOYMENT

The most highly-trafficked section of TurfNet.com, the employment listings account for nearly 50% of our site traffic... over 245,000 page views average per month.

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

**"...over
245,000
page views
average per
month."**

Jobs Listing Page

Tiers 1, 2 and Employment Sponsors

Job Detail Page

Tier 3

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 highlights the top 'Featured Listing' for a 'Jacobsen LF 3400 Fairway Mower' priced at \$3,500.00. A blue box labeled 'Featured Listings' points to the top listing and the right sidebar. The right sidebar features a 'UGATE STORE.COM' banner for 'USED GOLF & TURF EQUIPMENT' and a 'TLC Toro Loyalty Credits' banner. A blue box labeled '300x250 banners' points to the bottom of the page. The main listing area shows various equipment for sale, including a 'Smithco Diesel Super Rake Bunker Rake' for \$3,900.00, a 'Toro 3020' for \$1,950.00, a 'Jacobsen 72 in 1900 D trim mower 3 wheel drive' for \$4,250.00, and a 'John Deere 2020 gas progator dump' for \$4,250.00.

TurfNetTV THE INDUSTRY'S ORIGINAL VIDEO CHANNEL

Series Sponsorships

HECTOR'S SHOP

Featuring Hector Velazquez, these monthly 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.

One co-sponsorship available at \$6,000/year



ON COURSE WITH KEVIN ROSS

Featuring Kevin Ross, CGCS, semi-retired superintendent and popular industry commentator, 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.

One co-sponsorship available at \$6,000/year





WEBINAR SERIES SPONSORSHIPS

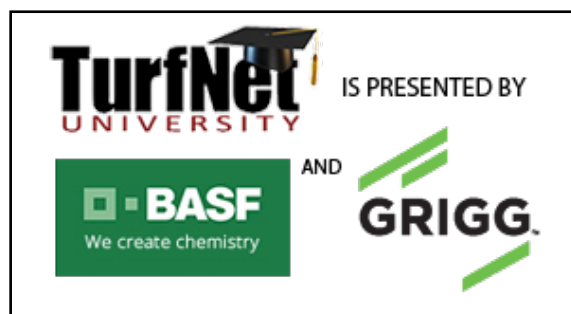
TurfNet University webinars are 60 minute streaming video and audio presentations from notable university turf specialists, industry representatives and progressive superintendents.

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.

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



TurfNet.com

Home Membership News Jobs Market Forum Blogs Webinars TurfNetTV Features Contact Us View New Content

Webinar Archives

TurfNet UNIVERSITY WEBINAR ARCHIVES

As of October 1, 2014, all live webinar events (only) will be open and free to everyone. Recordings of certain series webinars (Turf Nutrition Week, etc) are also free and [available to everyone here](#).

Our complete TurfNet University archive library remains a TurfNet member benefit. TurfNet members, be sure to sign in at top right of the page to display webinar recordings below.

Brandon Horvath, Ph.D., University of Tennessee: Disease Management in Ultradwarf Bermudagrass Putting Surfaces

Event Date: Nov 03 2015 (Length: 1:15:51)
Brandon Horvath, Ph.D., of the the University of Tennessee discusses how to successfully manage ultradwarf Bermudagrass cultivars maintained under stressful conditions at putting green heights of cut.

This presentation also includes information on diseases common to ultradwarf Bermudagrasses and the conditions under which they thrive. It also will include how to treat these diseases curatively and how to prevent them from occurring.

Leah Brilman, Ph.D., DLF: Bentgrass Improvements, Higher Performance with Less Inputs

Event Date: Oct 29 2015 (Length: 55:12)
A discussion of the most recent creeping bentgrass varieties to reach the market, including innovation in performance and increased drought tolerance.

This presentation also addresses how improved turfgrasses through traditional breeding remains one of the important aspects of integrated pest and water management, thus allowing turf managers to maximize playability and performance with fewer inputs.

Aquatrol® Revolution®
It does more than you think.

MORE THAN A -PHOSPHITE!
Formulations Matter!
GRIGG BROS.
PK Plus 3-7-18 with 14% phosphite!

Ride First Class.
JACOBSEN



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.

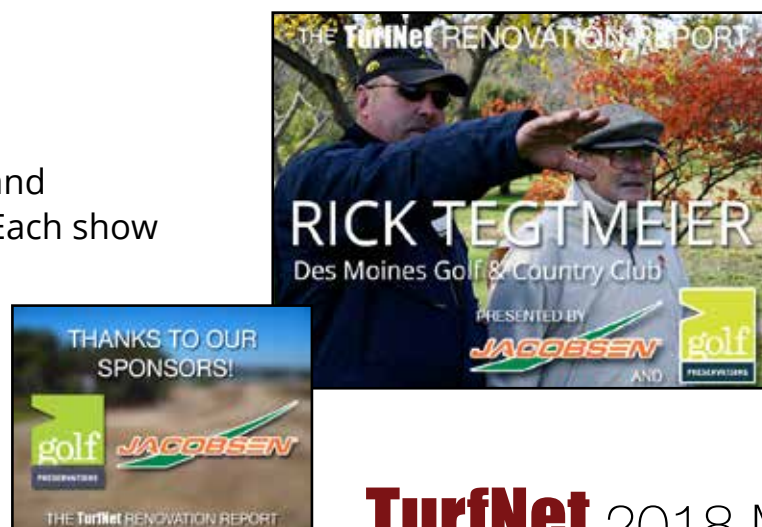
One (of 3) co-sponsorships available at \$9,000/year



THE RENOVATION REPORT

Hosted by 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.

One (of 2) co-sponsorships available at \$6,500/year



BLOG SPONSORSHIPS

RANDY WILSON: *HERE AT THE 'ROCK*

TurfNet's popular humorist alternates between video, audocast and written "editorial" pieces to keep reader/viewers/listeners on their toes and not knowing what to expect next. Randy recently celebrated **Ten Years of Rockbottum**, 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.

One (of 2) co-sponsorships available at \$7,500/year



LIVING LEGENDS: WHERE ARE THEY NOW?

The Living Legends: Where are they now? audiocast series visits with retired "legendary" superintendents and other industry folks whose careers made an impact on others and the industry at large.\$

One (of 2) co-sponsorships available at \$6,500/year



BLOG SPONSORSHIPS

THE LADDER

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.

One (of 2) co-sponsorships available at \$3,500/year

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.

\$6,000 per year sole sponsor or \$3,500/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.

\$6,000 per year sole sponsor or \$3,500/year co-sponsorship



TurfNet 2018 Media Kit

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 accepted 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 2018.



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 **Toro 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.



INTERNATIONAL

INTERN ABROAD SPONSORSHIP

For the seventh year, TurfNet has arranged for a student to intern at a private golf club abroad, this year in Denmark. 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-blast.

TurfNet MEMBERS TRIP

Following four trips to Ireland, three to Bandon Dunes, one to Kohler WI and one to Scotland, TurfNet returns to Ireland in October, 2018 for seven days of outstanding golf and camaraderie.

SCOTTISH OPEN VOLUNTEER BLOG

For the third year TurfNet will provide volunteers for a European PGA Tour event, this year for the Scottish Open at Gullane Golf Club. Participants will be part of a relatively small volunteer pool as course manager Stewart Duff prepares to host Europe's leading golfers over two weeks of competition.

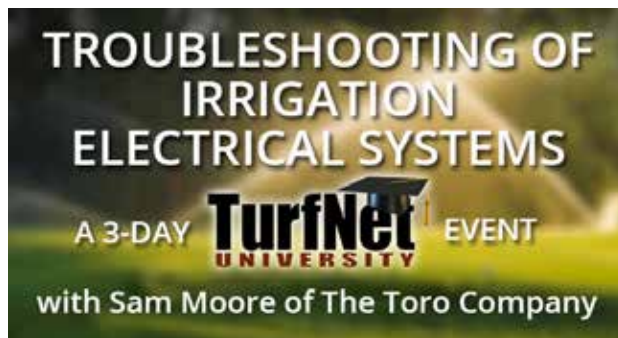
TurfNet BTME DELEGATION

TurfNet will again return to BTME (BIGGA Turf Management Exposition) in Harrogate, England in January 2019. Sixteen TurfNet members and two sponsors attended the educational trip in 2018.

Please contact Jon Kiger concerning any of these opportunities.

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.



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

\$7,500/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

Main Page Masthead (main page, below menubar, 990x250 static, always on).

\$850/week

PRICING SUMMARY continued

SPONSORSHIPS

BLOGS, WEBINARS, VIDEO

	Sole Sponsor*	Co-sponsor
Randy Wilson's <i>Here at the 'Rock</i> video blog		\$7,500/yr
Dr. Frank Rossi's <i>Frankly Speaking</i> TurfNetRADIO audio podcast series		\$9,000/yr (3)
<i>The TurfNet Renovation Report</i> audio podcast series		\$6,500/yr
Paul MacCormack's <i>The Mindful Superintendent</i> blog	\$6,000/year	\$3,500/yr
Joe Fearn's <i>Third Way Green</i> blog	\$6,000/year	\$3,500/yr
<i>Greenkeeping, the Next Generation - Interning in Ireland</i> student intern blog	\$6,000/year	\$3,500/yr
TurfNet University Webinar series (3 sponsorships available)		\$12,000/yr (3)
TurfNetTV <i>Hector's Shop</i> video series		\$7,500/yr
TurfNetTV <i>On Course with Kevin Ross</i> video series		\$6,000/yr

*available first come/first served or until split sponsor share is sold

TALK TO US!

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