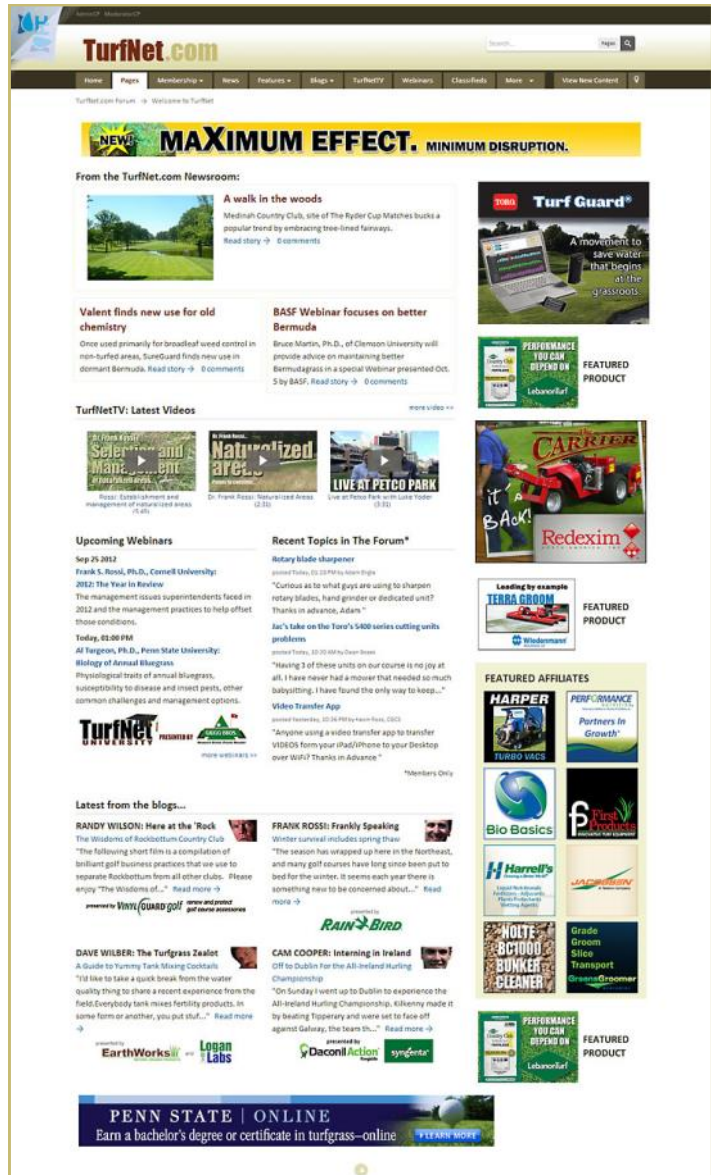




TurfNet 2013 MEDIA KIT

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TurfNet.com 2013 MEDIA KIT

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

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

Always one step ahead...

TurfNet

at a **GLANCE**

LEADERSHIP

The industry's leading online community for golf course superintendents, assistants, equipment technicians, university turf specialists and industry representatives...

INFLUENCE

The most influential target audience in the industry... Decision makers, early adopters, movers & shakers.

MEMBERS

Over 3000 registered members from approximately 1600 member courses, clubs and companies... but that's only one segment of our audience. We have a very active public side as well, including...

TRAFFIC

100,000 site visits; 435,000 page views by 21,500+ unique visitors (monthly averages, Oct 1 2011–Sept 30 2012)

SOCIAL

We utilize Facebook and Twitter as one aspect of building community, and to drive traffic to TurfNet.com.

RANGE

The broadest range of new media opportunities and technologies...

FOCUS

Digital delivery is all we do...

FLEXIBILITY

Modify your programs and creative... at will, immediately.

TARGETING

Geotargeting down to the zip code...

METRICS

DoubleClick, Google Analytics, Wistia and Constant Contact reporting...

EXPERIENCE

We've been doing this since 1994... eons in Web years.

RECOGNITION

We received nine Turf & Ornamental Communicators' Association (TOCA) Awards in 2012 for editorial and design excellence...

VALUE

The best value for your media dollar!

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

Why influential superintendents 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!
- **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!
- **TurfNet Monthly**, our popular, award-winning print newsletter — and archives back to 1997.
- **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.

Even non-members benefit... and keep coming back!

- The industry's **best job board** and **used equipment marketplace!**
- **24+ TurfNet University webinars** per year and on-demand archives of past years — now, free and available to all!
- **TurfNetTV** — The Original Turf TV Channel
- **Blogs** by **Dave Wilber, Randy Wilson, Dr. Frank Rossi**
- **Industry news** as it happens.
- Free **resumé and intern job** postings.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...

Why your company should be a TurfNet Affiliate Member...

- You'll zero in on the **most influential** golf course superintendents — typically the early adopters.
- 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.
- **Get creative!** You name it, we can most likely do it!
- Annual terms for most positions and packages ensure continual, **repeat exposure** for your brand and your products at very affordable rates.

Basic Affiliate membership (\$1,495/year) is the starting place for advertising on TurfNet.com. Each Affiliate Member gets:

- 170x125 **Featured Product banner** rotation
- 125x125 **Featured Affiliate banner** rotation
- **Free hosting of point-of-sale videos** on TurfNetTV
- **Individual login accounts, free webinar access** and **copies of TurfNet Monthly** for appropriate personnel

“TurfNet has provided us with very cost effective accessibility to a large group of the most informed and progressive superintendents... We have been extremely satisfied with the results.”

Philip Cowen, President
VinylGuard Golf

“Team TurfNet certainly has a knack for turning crazy ideas into not-so-crazy realities...”

Colleen Clifford, Aquatrols

TurfNet was recognized by the Turf & Ornamental Communicators Association (TOCA) with 9 awards for design and editorial excellence in 2012.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...

MAIN PAGE advertising positions...

TurfNet.com offers **standard IAB ad positions** on the main page and throughout the site, some Flash-enabled. Most ad positions are run as a shared rotation except where noted.

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

These positions are available to TurfNet Affiliate Members (only) on an a la carte basis, or as part of a site-wide, multi-pronged package.

All banners and sponsorships are sold on a time-based bulk purchase basis.

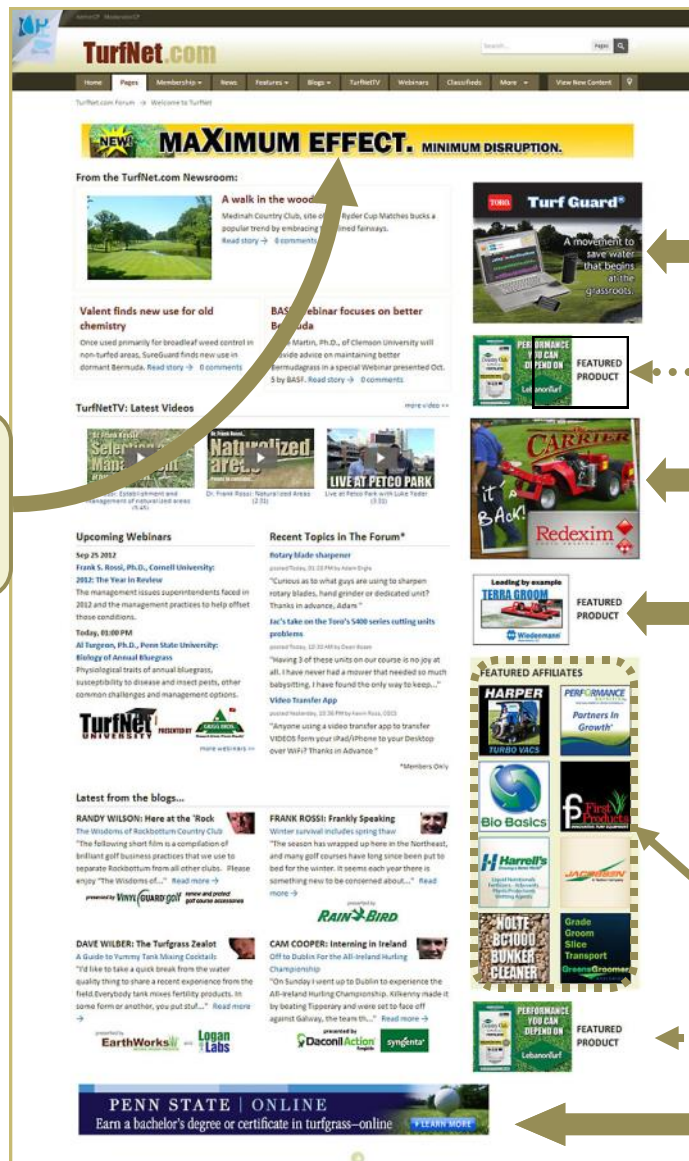
Creative may be updated or changed out at any time at no extra charge. Fresh creative ALWAYS jacks the click-thru rate!

PAGE PEEL

100x100 teaser revealing a 500x500 diagonal image upon mouseover. \$2000/month

PUSHDOWN

982x40 full-width ribbon below the menubar; expands to a 982x400 image upon mouseover \$800/week, \$2400/mo



TIER 1

300 x 250 Scorecard
\$8500/year

TIER 2

300 x 250 Scorecard
\$6500/year

FEATURED PRODUCTS

170 x 125 (3 positions)
One included with basic membership. Additional \$500 each.

TIER 4 FEATURED AFFILIATES

125 x 125 (8 positions)

TIER 3

728x90 leaderboard
(mostly run-of-site)
\$7500/year

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

MAIN PAGE position details...

TIER 1

Where: Main page, top of the right column
Rotation: Yes, random with every page view.
Size/format: 300x250, jpg, gif, png, swf
Flash: OK, no audio. Expansion and video-in-banner OK. See page 18 for details.
Maximum file size: 300KB
Multiple creatives: Yes, encouraged!
Cost: \$8500 per year, time-based bulk purchase



Positioned at the top of the right column, Tier 1 banners are above the fold, in the most visible position on the main page. Flash animation is OK. Maximum of eight advertisers in rotation. Banner changes with every page view. 300x250. \$8500 per year.

TIER 2

Where: Main page, middle of right column
Rotation: Yes, random with every page view.
Size/format: 300x250, jpg, gif, png, swf
Flash: OK, no audio or expansion
Maximum file size: 300KB
Multiple creatives: Yes, encouraged!
Cost: \$6500 per year, time-based bulk purchase

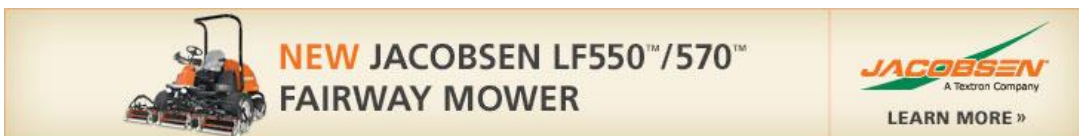


Middle position in the right column, Tier 2 is above the fold on most monitors and is a lower cost option to Tier 1. Maximum of ten advertisers. \$6500 per year.

TIER 3

Where: Main page footer and partial run-of-site
Rotation: Yes, random with every page view.
Size/format: 728x90, jpg, gif, png, swf
Flash: OK, no audio or expansion
Maximum file size: 300KB
Multiple creatives: Yes, encouraged!
Cost: \$7500 per year, time-based bulk purchase

The Tier 3 footer position is below the fold on the main page but is also mostly run-of-site, including News, Employment and Used Equipment sections—the most active sections on the site. \$7500 per year.



MAIN PAGE position details...

TIER 4

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. Linked to external website.

Where: Main page, 8-position matrix, right sidebar

Rotation: Yes, random with every page view.

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

Flash: No

Maximum file size: 300KB

Multiple creatives: Yes

Cost: Included with basic affiliate membership

FEATURED AFFILIATES



FEATURED PRODUCTS

Where: Main page, 3 positions: one between Tier 1 and 2, two under Tier 2. Also on the main Employment section page.

Rotation: Yes, random with every page view.

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

Flash: No. Animated gif OK.

Maximum file size: 300KB

Multiple creatives: Yes

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

Three positions of 170x125 Featured Product banners are located in the right column of the main page, and also appear on the main employment page. One FP banner is included with each \$1495 affiliate membership; additional are \$500 each.

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



FEATURED PRODUCT



FEATURED PRODUCT



FEATURED PRODUCT

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

MAIN PAGE & EMPLOYMENT SECTION



PAGE PEEL

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

Rotation: No, always on, exclusive.

Size: 100x100 teaser reveals 500x500 upon mouse-over. Image area 460x460 and 92x92 diagonal anchored top left.

Formats: jpg, gif, png, swf

Flash: OK

Maximum file size: 300KB

Multiple creatives: Yes

Cost: \$1200/14 days, \$2000 per month

Limit: Four months per year maximum per advertiser



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

PUSHDOWN

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

Rotation: No. Always on, exclusive.

Size: 1000x60 teaser reveals 1000x275

Formats: jpg, gif, png

Flash: No.

Maximum file size: 300KB

Multiple creatives: Yes.

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



The Pushdown banner (closed, above) expands to push other content down the page when activated by a mouseover (below).

The Pushdown banner is a 1000x60 ribbon banner that stretches across the main page or multiple Employment Section pages, directly under the menu. Upon mouse-over, it expands downward to 1000x275, pushing other content down the page. \$800/week, always on, exclusive. No rotation.

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

SECTION sponsorships...

EMPLOYMENT

The most highly-trafficked section of TurfNet.com, the employment listings account for nearly 50% of our site traffic. Get maximum exposure for your marketing dollar in this section, where 300x250 Scorecard banners rotate in two positions with every page view (the Leaderboard footer banner is a partial run-of-site carryover from Tier Three on the main page).

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

This section typically offers the highest impression count on the site.



\$7,500 per year, limit of ten sponsors.

Tier 3 Leaderboard banners also display on the Employment and Used Equipment pages.

USED EQUIPMENT

Perfect for purveyors of used goods, the Used Equipment (for sale and wanted) section typically generates the second-highest click-thru rates on the site.

Banners in this section are displayed on approximately six different pages within the section.



\$6000 per year, limit of four sponsors.

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

TurfNetTV

the industry's original online dedicated video channel.

For 2013, TurfNetTV will be presented by three **Series Sponsors**, one for **Tips & Tricks**, one for **Hector's Shop**, and the third for **On Course with Kevin Ross**. All will receive main page logo exposure (beneath the latest videos in each series) as well as representation in our Friday morning *TurfNet Today* e-blasts.

SPONSORSHIPS

Tips & Tricks Series Sponsor

TurfNet members helping each other by sharing tips and tricks for doing things easier... what could be better? Typically 40+ videos are posted in this category each year.

Hector's Shop Series Sponsor

Featuring Hector Velazquez, equipment manager at Thorntree Country Club in DeSoto, Texas, these monthly instructional videos range from shop makeovers to proper use of plastic welders and tire changers.

Sold for 2013.

On Course with Kevin Ross Series Sponsor

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.

New for 2013.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...



WEBINAR SERIES SPONSORSHIPS



TurfNet University webinars are 90 minute streaming video and audio presentations from notable university turf specialists, industry representatives and progressive superintendents.

Free to TurfNet members and accredited by GCSAA, each webinar is heavily promoted via *TurfNet Today* e-blasts.

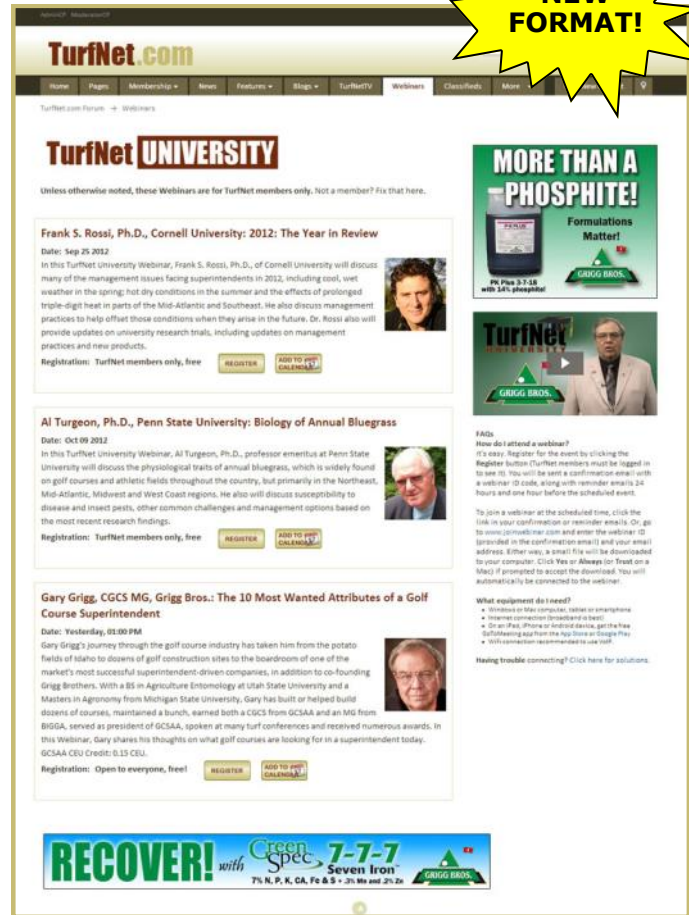
Twenty-four webinars are presented each year. Recordings are available on-demand in our Webinar Archives.

Sponsorship includes sponsor logos and banners on the main, schedule and archive pages and weekly e-blasts. A sponsor product page peel ad also rotates on the schedule and archive pages.



For 2013, we are splitting the previous sole sponsorship into three presenting sponsors.

Available at \$12,000 each for the year.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...

BLOG SPONSORSHIPS

RANDY WILSON: Here at the 'Rock

TurfNet's popular humorist utilizes the videoblog format to poke fun, cajole, prompt introspection and otherwise entertain... all in good fun.

TurfNet.com Blogs are promoted in our weekly *TurfNet Today* eblasts, and excerpts from the latest post of each are ported to the main page of TurfNet.com.

SOLD for 2013.

TurfNet.com

Home Pages Membership News Features Blogs TurfNetTV Webinars Classifieds More View New Content

RANDY WILSON

HERE AT THE 'ROCK... ROCKBOTTUM, THAT IS.

Posts To TurfNet.com Randy on TurfNetTV

Buddy And His Special Project

Published October 2, 2012

Buddy likes to solve problems. His favorite problems are the repeat offenders on the TurfNet Forum, situations that present a hard-to-find solution.

If a problem surfaces on the Forum more than once a year, Buddy aggressively seeks research grant money from Momma and works round-the-clock to find an answer.

It's not just dedication to his craft, Buddy is insanely jealous of all the attention Hector receives and will do almost anything to regain his status as Top-Equipment Tech.

“... all the attention Hector receives ...”

Momma's drinkin' outta them newly VinylGuarded divot mix bottles.

VINYL GUARD golf
Renew and protect golf course accessories

SOLD!

DR. FRANK ROSSI: Frankly Speaking

The 'effervescent and entertaining' Dr. Rossi, associate professor of turfgrass science at Cornell University and the TOCA Environmental Communicator of the Year Award winner for 2012, pulls no punches as he challenges the status quo of turfgrass management — particularly regarding environmental sustainability.

Available for 2013.

TurfNet.com

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Dr. Frank Rossi

FRANKLY SPEAKING...

Posts TNTV VIDEO To TURFNET.COM

Are You Reliable?

Published October 6, 2012

Reliability is defined as the ability of a person or system to perform and maintain its functions in routine circumstances, as well as hostile or unexpected circumstances. I could not think of a more fitting definition for both today's golf course superintendent AND the turf they manage. Facing unprecedented economic, personnel, and environmental challenges golf course superintendents have to deliver a playing surface that functions as expected for every client. At the same time the turf has to overcome a rapidly changing climate, intense management, and new pests.

“Facing unprecedented economic, personnel, and...”

Get straight to the point. Use up to 90% less wire with the new Rain Bird® IC™ System.

WATCH THE DEMO TO LEARN HOW >

SOLD!

DAVE WILBER: Turfgrass Zealot

One of the original 'Turfheads', Dave is a former independent turf consultant and currently director of agronomy for Sierra Pacific Turf in Rocklin, CA. "Granola Management" is one of the key aspects of his agronomic advising. He is one of a kind.

Sold for 2013.

TurfNet.com

Home Pages Membership News Features Blogs TurfNetTV Webinars Classifieds More View New Content

WILBER

THE TURFGRASS ZEALOT

Posts Wilber FAQ To TurfNet.com

Vulcan Guide to Soil Testing

September 24th, 2012

Soil Testing. It's that time of year when most Turfheads are gonna pull some soil tests. My experience is that for many (if not most) this is done as kind of a box check. You know you have to do it, because that's what you do this time of year. A lot of Turfheads tell me that soil tests are one of those things that they understand as well as a fourth or fifth language. So let's Rock our Spock and geek a bit with some ideas about soil testing.

“The confusion hasn't really helped anyone and if you don't work with this kind of thing nearly every day, then the language (words like Saturated Paste Extraction and Mehlich-III and P-Sorbition Curve) may as well be written in Klingon and we Vulcans don't do Klingon.”

FALL AERIFICATION & RECOVERY PROGRAM

Fill your aeration holes with **Renovate Plus** 10-25 lbs./1000 sq. ft. and **Mycro-Replenish 3-3-3** 10 lbs./1000 sq. ft.

And then over the top with **Replenish 5-4-5** or **Replenish 4-3-3**

SOLD!

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

E-BLASTS

TurfNet today!



Sent on Friday mornings (and the mornings of webinar events), **TurfNet Today** recaps news items of the week, highlights the next upcoming **TurfNet University** webinar, presents excerpts from **Career Corner** and **Turfgrass Zealot** blogs, and features the latest video offerings on **TurfNetTV**.

Advertising space on TurfNet Today is limited to sponsors of TurfNet University and the featured blogs, in addition to special event promotions.



TurfNet turf blog aggregator™

snippets of interest from TurfNet members' personal blogs

Many superintendents are now hosting personal blogs to better communicate with their golfers and/or members. Beyond local weather and course conditions, there is a great deal of information about projects, methodologies and techniques that would be of value to other superintendents — hence our Tuesday morning **Turf Blog Aggregator** e-blasts.

We select six posts from TurfNet members' personal blogs and aggregate them into one e-blast.

As every blogger struggles occasionally with content, we also include posts intended to educate golfers about turf maintenance for others to use as a template for their own blogs.

Our mailing list approximates 7000, with open rates averaging 25-30% and click rates averaging 18%.

Six 600x100 banner slots are available in each TBA e-blast. Positions are \$200 each, per week, or \$7500/year (50 issues).

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

AWARD sponsorships...

SUPERINTENDENT OF THE YEAR

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 solicited on TurfNet.com and on 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 (three years to Ireland, this year to Bandon Dunes) for the winner and a guest.

Once again, sold to Syngenta for 2013.



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 including: Carl Osterhaus of The Toro Co.; Peter McCormick, Jon Kiger, John Reitman and Randy Wilson of TurfNet; Richard McGuinness of Horry-Georgetown Technical College; and John Piersol of Florida Gateway College.

The winner receives the **Golden 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 2013.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...

Special programs, projects and 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 and e-blast promotions.

Water Week at TurfNet.com

Aquatrols approached us about transitioning their 5-part seminar series onto our webinar platform. The result: **Water Week**, now in it's third year running.

GIS Show Coverage

Jacobsen sponsored our **blog coverage** of the 2012 Golf Industry Show in Las Vegas, with the blog taking over the site for show week. The blog received **over 10,000 visits** in February alone!

Superintendent's Best Friend Calendar

Now in it's 13th year, the hugely popular **Superintendent's Best Friend Calendar** features golf course dogs of all shapes and sizes.

Milorganite Pin Sheet

An interactive Flash map presentation that **highlights five superintendents** every two weeks.

TurfNet Members Trip

Following three years in Ireland, TurfNet again organized a trip for 25 TurfNet members and representatives of sponsors Syngenta, Lebanon Turf and Turf Drainage Co. of America to play the four courses at Bandon Dunes in Oregon.

Event blogs

When we heard SUNY-Delhi grad Cameron Cooper was going to be interning at Mount Juliet Golf Club in Ireland, we teamed up with Syngenta to have him blog about his experiences.



TurfNet.com 2013 MEDIA KIT

Always one step ahead...

METRICS

double
click

Google Analytics

WISTIA

Constant Contact

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.

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.



"TurfNet is simply the best! Best return on investment, best customer service, best personal attention, best superintendent interaction and best overall value..."

Scott May, Turfmax LLC
(developer of Turf Screen)

What can you expect?

Every banner position on TurfNet.com offers the advantages of repeat exposure, targeting (even geo-targeting), flexibility and economy. Each position, however, differs somewhat in its visibility and reach.

- The new **Page Peel** and **Pushdown** banners on the main page are exclusive, always-on and great teasers for a mouse-overs and click-thrus! Our highest impact positions.
- **Tier One** on the main page is "above the fold" and always within view on every site visit.
- **Tier Three** includes footer positions on the main page as well as jobs and used goods.
- The **Employment section** typically yields the highest number of impressions and clicks.
- The **Used Equipment section** targets active purchasers and typically generates high CTR.
- **Featured Product** banners are an economical way to get your product on the main page. Buy several and rotate products. High impact, high CTR, flexible and economical!



Please note: All of our banners and packages are sold on time-based, bulk-purchase programs designed to provide high frequency, repeat exposure of your brand and products. The relatively small size and seasonality of our industry obviates consumer-based traditional CPM-type billing. No specific guarantees of impressions or click-thrus are expressed or implied.

TurfNet.com 2013 MEDIA KIT

Always one step ahead...

PRICING at a glance...

Basic Affiliate Membership (base level required for advertising) \$1495/year

- 125x125 button rotation on main page, Featured Affiliate matrix
- Members-Only Login accounts as needed
- Up to 20 copies of TurfNet Monthly, bulk mailed
- Includes one 170x125 Featured Product banner rotation (additional available for \$500/year)

Banner positions

Page Peel (main page, top left corner), 100x100 with 500x500 mouse-over reveal; always on, exclusive. Maximum of four months per year per advertiser.	\$600/week \$2,000/month
Pushdown (main page, below menubar), 1000x60 with mouse-over expansion to 1000x275; always on, exclusive. Maximum one week per month.	\$800/week \$2,400/month
Tier 1 Scorecard banner, 300x250, main page top right	\$8,500/year.
Tier 2 Scorecard banner, 300x250, main page right side	\$6,500/year
Tier 3 Leaderboard banner, 728x90, footer of main page and partial run of site	\$7,500/year
Turf Blog Aggregator weekly e-blasts	\$200/week
Employment section, all pages	\$7500/year
Used Equipment section, all pages	\$6000/year
Featured Product banners	\$500/year

Sponsorships

Superintendent of the Year Award	Sold for 2013
Technician of the Year—Golden Wrench Award	Sold for 2013
Superintendent's Best Friend Calendar	Sold for 2013
Randy Wilson/Here at the 'Rock blog	Sold for 2013
Dave Wilber/Turfgrass Zealot blog	Sold for 2013
Dr. Frank Rossi/Frankly Speaking blog	Call
TurfNet TV: Tips & Tricks	Reserved
TurfNet TV: Hector's Shop	Sold for 2013
TurfNetTV: On Course with Kevin Ross, CGCS	Reserved

CREATIVE specifications...

BANNERS

TurfNet.com implements IAB-compliant banner sizes and specifications, as follows:

- **300x250 Scorecard** — .jpg, .gif, .png, .swf
300kb maximum file size.
- **728x90 Leaderboard** — page footer, partial run of site — .jpg, .gif, .png, .swf 300kb max file size.
- **170x125 Featured Product** — .jpg, .gif, .png
No animation. 300kb maximum file size.
- **125x125 Featured Affiliate** (Tier 4) .jpg, .gif, .png
No animation. 300kb maximum.
- **500x500 Page Peel**—main page, upper left corner.
.jpg, .gif, .png, .swf 300kb maximum file size.
Content area 460x460 diagonal anchored upper left.
Separate 100x100 teaser image can be utilized
(content area 92x92 anchored top left).
- **1000x275 Pushdown**—main page directly below
the menu. 1000x60 ribbon banner when closed
expands to 1000x275, click activated.

Questions?

Contact Peter McCormick at 802-659-0120 or peter.turfnet@gmail.com with any questions about banner implementation or scheduling.

For sales, contact Jon Kiger, Director of Media Sales, at 770-395-9850 or jkiger@turfnet.com.

RICH MEDIA

FLASH:

- Flash creatives should be submitted in the .swf format (for Flash plug-in 8 or lower) with a fallback GIF/JPG image.
- Animation must stop after 30 seconds. No blinking.
- All locally served Flash ads must have a clickTag encoded rather than a hard coded click-thru command. To do this, add an object the size of the ad. The object must be converted to a symbol and defined as a button not a movieclip. The button must be present for the duration of the ad. The following code needs to be added to the button actions:

```
on (release) {  
    getURL (clickTag, "_blank");  
}
```

VIDEO-IN-BANNER:

- 300x250 Tier One only
- Must load with sound off. Sound must be click activated, not rollover activated
- Max run time 30 seconds.
- Stop icon must be visible.
- Polite download: Preload < 15k. Rest of file (300k max) must stream after the rest of the page finishes loading.

EXPANDABLE:

- 300x250 (Tier One only), page peel and pushdown
- 300x250 - Maximum Dimensions 504x250 Expands left
- Must be user-initiated for expansion and sound.
- Must have a close button and automatically close when rolled off.
- If roll-over initiated, there must be a 1-second delay on expansion.