

TurfNet 2019 MEDIA KIT

In 2019, we at TurfNet are celebrating 25 years as the turf industry's leading online community for golf course superintendents, assistants, students, equipment technicians, university turf specialists and industry representatives.

What started as a simple, novel idea at the time — *to provide a platform for golf course superintendents to share information and experiences in a private, members-only setting* — has not only endured but grown over the subsequent 25 years to be the industry's **busiest web portal** (avg 500k page views/month).

In order to survive and thrive for 25 years, a business has to do well for itself. We feel it's equally important to *do good for others*, particularly in an industry that can be stressful, demanding, and a challenge to get ahead and stay there.

TurfNet **25** | YEARS
OF SUPPORTING
THE GOLF COURSE
SUPERINTENDENT

Our Forum, webinars, videos, podcasts, blogs, job listings, resumes, awards, trips, internships and benevolent programs all revolve around education, personal/career development and *having a little fun* while we're at it.

When planning your 2019 advertising and promotional program, align yourself with a successful media partner that is ***always one step ahead.***

NEW for 2019:

NEW

- Lower point of entry
- Reduced pricing
- Larger banners
- Same busy traffic
- More value!

NEW
LOWER
PRICE

TurfNet

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BEFORE BUYING DIGITAL...

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! Compare current third-party metrics when evaluating the reach (and value) of any digital plan.

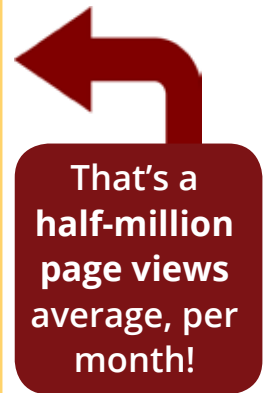
TEST THE USABILITY!

Before investing in digital media, visit the site on your desktop/notebook, tablet AND mobile device. Is the site **responsive** (adapts on the fly to various screen sizes)? Is everything **legible** on all devices? Is the experience **user-friendly**? Can you **navigate** the site with a **minimum of clicks** or taps without delay?

TurfNet BY THE NUMBERS

12 months, October 2017 to September 2018

User sessions:	121,786 avg/mo
Unique users:	27,652 avg/mo
Visit duration:	3:09 minutes avg
Page views:	495,079 avg/mo
Pages/session:	4.2 avg
TurfNetTV videos:	1106 to date
TurfNetTV views:	556,910 to date
TurfNet RADIO podcasts:	215 to date 156,642 listens
Sessions by Device:	52.2% mobile 39% desktop 8.7% tablet



That's a half-million page views average, per month!

UPDATES for 2019:

Our 2018 site-wide redesign and deployment of TurfNet.com included restructuring some advertising positions and opportunities to

- better accommodate and optimize our increased mobile viewing experience
- provide high impact, short-term placements for special events or promotions
- provide improved exposure for advertisers across more pages and sections
- reduce clutter and increase white space around banners
- move banners higher up in the mobile stream.
- integrate new aspect-ratio responsive banners, HTML5 animation and video embeds

FULL YEAR BLOG, VIDEO, PODCAST SPONSORSHIP PROGRAMS AS LOW AS \$3000!



MASTHEAD BANNER



NEW TIER ONE LEADERBOARD



NEW TIER TWO LEADERBOARD



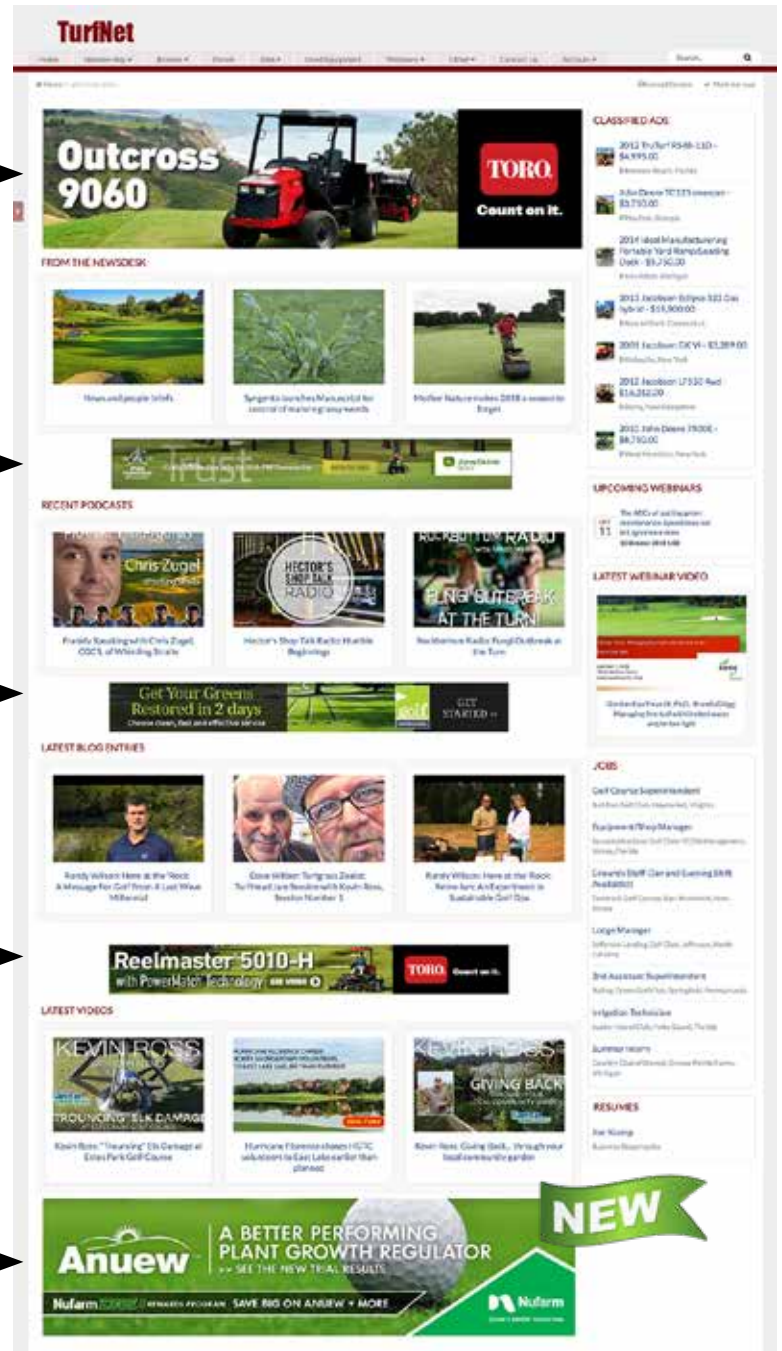
TIER THREE LEADERBOARD



NEW SPONSOR APPRECIATION BANNER



Value-added rotation for blog, podcast, video, award and trip sponsors.



BANNER POSITIONS

The **Masthead** banner is our most prominent position on both desktop and mobile. Desktop size is 970x250px (or 4:1 aspect ratio); 300x250 on mobile, first content below the header.

The Masthead displays on the main page, news and employment pages. The cost is **\$950/week**, always-on, exclusive, maximum two weeks per advertiser per month. First come/first served regarding week selection.

The **Tier One** and **Two** banner positions are now 728x90 (or 8:1 aspect ratio) on the main page, desktop view, and have been moved from the right sidebar to the center content area. These new positions have more white space around them to best highlight the banner, and most importantly will appear much higher up on the mobile interface (sidebar content follows main content on phones).

On interior pages that are not specifically/otherwise sponsored, both superpositions will remain 300x250 in size and in the right sidebar. On mobile, 728x90 banners will also be replaced by 300x250 banners.

Cost is now **\$7500/year (\$750/mo) for Tier One** and **\$6500/year (\$650/mo) for Tiers Two and Three**, shared rotation (max 6).

Masthead

New Tier 1 position (desktop)

New Tier 2 position (desktop)

Previous Tier 1 position

Previous Tier 2 position

The screenshot shows the TurfNet website interface. At the top is the Masthead banner for 'High Visibility Directional/Safety Stakes'. Below it is a section for 'FROM THE NEWSDESK' with three article thumbnails. In the center content area, there is a large banner for 'Outcross 9060' (New Tier 1 position) and a smaller banner for 'Get Your Greens Restored in 2 days' (New Tier 2 position). The right sidebar contains 'CLASSIFIED ADS' with 'Previous Tier 1 position' and 'Previous Tier 2 position' highlighted, and a 'LATEST BLOG ENTRIES' section at the bottom.

SPONSORSHIPS

An entire year of multi-platform, multi-media exposure...



TurfNet University webinars are 60 minute streaming video presentations from university turf specialists, industry representatives and progressive superintendents. Both the live and the 100+ archived recorded events are free to everyone, courtesy of the series sponsors.

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. Sponsors are also acknowledged and thanked during each presentation.

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

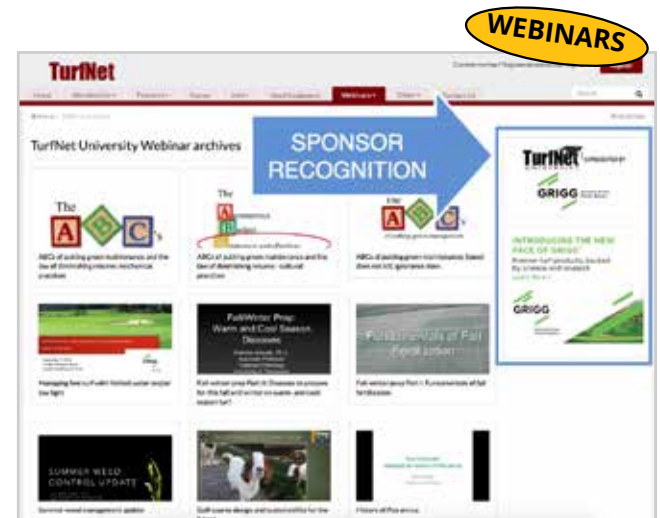
TURF BLOG AGGREGATOR

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 11,500, with open rates averaging 16%.

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 is not supported. Position rotates but is prioritized by total spend with us.

Positions are \$750 each per month, or \$7500/ year (50 issues).



SPONSORSHIPS

An entire year of multi-platform, multi-media exposure...

TurfNetTV THE INDUSTRY'S ORIGINAL VIDEO CHANNEL

HECTOR'S SHOP

Featuring popular equipment technician trainer 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.

Two co-sponsorships available at \$5,000/year



ON COURSE WITH KEVIN ROSS

Featuring Kevin Ross, CGCS, retired-but-still-active superintendent and popular industry presenter and 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 clip on every segment.

Two co-sponsorships available at \$5,000/year



All podcast, video, webinar, blog, and award program sponsors get one free rotation slot in our new **SPONSOR APPRECIATION BANNER** above the footer on the main page.

SPONSORSHIPS

An entire year of multi-platform, multi-media exposure...

TurfNet RADIO PODCAST SERIES

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 on the section page and on all e-blasts and social media posts.

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.

Two co-sponsorships available at \$7,500/year



THE LADDER career-oriented podcast series

Hosted by John Reitman, **The Ladder** podcast series 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. Also featured are prominent superintendents who offer career guidance to those coming up through the ranks.

Two co-sponsorships available at \$5,000/year



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SPONSORSHIPS

An entire year of multi-platform, multi-media exposure...

TurfNet RADIO

PODCAST SERIES (continued)

THE RENOVATION REPORT

Hosted by Anthony Pioppi, golf course architecture author and critic, 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.

Two co-sponsorships available at \$5,000/year



LIVING LEGENDS: INSIGHT AND REFLECTIONS FROM INDUSTRY VETERANS

Hosted by John Reitman, the Living Legends podcast series features "legendary" superintendents and other industry folks whose careers made an impact on others and the industry at large.

Two co-sponsorships available at \$5,000/year



All podcast, video, webinar, blog, and award program sponsors get one free rotation slot in our new **SPONSOR APPRECIATION BANNER** above the footer on the main page.

SPONSORSHIPS

An entire year of multi-platform, multi-media exposure...

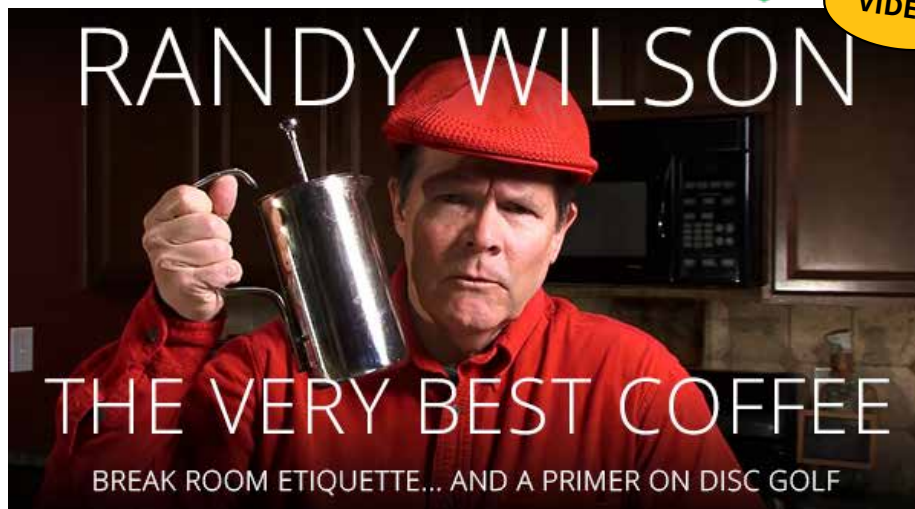
RANDY WILSON: *HERE AT THE 'ROCK*

TurfNet's popular humorist alternates between almost-weekly video, audocast and written "editorial" pieces to keep reader/viewers/listeners on their toes and not knowing what to expect next. Randy pokes fun, cajoles, takes potshots, prompts introspection and otherwise entertains the golf/turf industry... all in good fun.

A favorite topic is "skeletal golf", which encourages ways in which the industry can shed it's expensive "fluff" to combat the cost/time/difficulty factors that stifle the game.

Often edgy and provocative, usually somewhat irreverent, Randy Wilson is always entertaining. Podcasts include custom audio commercials featuring Randy, Momma and the crew at Rockbottum Country Club.

Two co-sponsorships are available at \$5,000/year



VIDEO



Written **blog** (above), **video** (below) and **podcast** (below left)



PODCAST

SPONSORSHIPS

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. Always thoughtful and engaging.

Two co-sponsorships are available at \$3,000/year



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 across all aspects of the turf industry.

Two co-sponsorships are available at \$3,000/year



GREENKEEPING: THE NEXT GENERATION

For the seventh 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.

Two co-sponsorships are available at \$3,000/year



EVENT SPONSORSHIPS

TurfNet MEMBERS' TRIP

Following four trips to Ireland, three to Bandon Dunes, one to Scotland and one to the American Club in Kohler WI, TurfNet will visit a TBD location in October, 2019 for six days of outstanding golf and camaraderie.

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



Following two successful TurfNet delegations to BTME (BIGGA Turf Management Exhibition) in 2017/18, we are again organizing a trip to BTME (with a side-trip to St. Andrews) in January, 2019.

BTME is Europe's leading exhibition for turf professionals, and an opportunity for further education and development through their *Continue to Learn* program. Location is the Harrogate Convention Centre in Harrogate, England.

BTME features over 200 hours of education, the Turf Managers' Conference, over 100 exhibitors showcasing the latest products and innovations plus unrivalled networking opportunities among nearly 9,000 turf managers, golf club owners, managers and industry decision-makers.

Three sponsorships are available at \$1,750 each.



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
- Members-only section login accounts as needed for appropriate personnel

BANNER POSITIONS

Tier One top center main page plus sidebar **news** and **employment** sections \$7,500/year

Tier Two, same as above except second position \$6,500/year

Tier Three, footer of main page, news and employment \$6,500/year

Employment section only \$4,000/year

Used Equipment section (only) \$1,500/year

Featured Product banner, 170x125, main and multiple interior pages \$500/year each

Main Page Masthead (.970x250 static or 4:1 aspect ratio HTML5, always on). \$950/week

SPONSORSHIPS (blogs, podcasts, video, webinars, events)

Randy Wilson's *Here at the 'Rock* video/podcast/ written blog \$5,000/yr (2)

Dr. Frank Rossi's *Frankly Speaking* TurfNetRADIO audio podcast series \$7,500/yr (2)

The TurfNet Renovation Report podcast series \$5,000/yr (2)

Paul MacCormack's *The Mindful Superintendent* written blog \$3,000/yr (2)

Joe Fearn's *Third Way Green* written blog \$3,000/yr (2)

Greenkeeping, the Next Generation - Interning in Ireland student intern blog \$3,000/yr (2)

TurfNet University Webinar series, live and archived video \$12,000/yr (2)

TurfNetTV *Hector's Shop* video series \$5,000/yr (2)

TurfNetTV *On Course with Kevin Ross* video series \$5,000/yr (2)

TurfNet Members Trip (2019 location TBD) \$6,900 (3)

TurfNet Members Trip to BTME 2019 \$1,750 (3)

CREATIVE SPECIFICATIONS*

* Fixed pixel banners are being phased out by the Interactive Advertising Bureau (IAB) in favor of flexible size, aspect ratio-based ad units that adjust to the screen size and can be integrated in responsive website designs. For 2018, we will accommodate both fixed pixel and aspect-ratio banners.

Position	Fixed pixel (transition)	Aspect-Ratio (width: height)	HTML5/ animation
Tiers 1, 2 & 3	728x90 & 300x250	8:1 & 1:1	Yes
Employment & Used Equipment	300x250	1:1	Yes
Sponsored sections	970x250, 728x90 & 300x250	4:1, 8:1 & 1:1	Yes
Featured Product	170x125		No
Featured Affiliate	125x125	1:1	No
Turf Blog Aggregator	600x450	n/a	No

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

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!

Need new creative? We can help!



Full IAB Ad Unit Specifications:
<https://bit.ly/2iMgkap>

