

# AUSTRALIAN **Turfgrass** MANAGEMENT JOURNAL



**Now entering its 13th year**

## ISSUE DATES FOR 2011

ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DELIVERY
Jan/Feb	Nov 15 <sup>th</sup>	Nov 25 <sup>th</sup>	Dec 20 <sup>th</sup>
Mar/Apr	Jan 21 <sup>st</sup>	Feb 4 <sup>th</sup>	Feb 25 <sup>th</sup>
May/June Conference Edition	Mar 25 <sup>th</sup>	Apr 8 <sup>th</sup>	Apr 29 <sup>th</sup>
Jul/Aug Post-Conference Edition	June 10 <sup>th</sup>	June 24 <sup>th</sup>	July 15 <sup>th</sup>
Sept/Oct	Jul 29 <sup>th</sup>	Aug 12 <sup>th</sup>	Sept 2 <sup>nd</sup>
Nov/Dec	Sept 23 <sup>rd</sup>	Oct 7 <sup>th</sup>	Oct 25 <sup>th</sup>



**The official Journal of the Australian Golf  
Course Superintendents' Association**

# Advertising Rates

## ADVERTISING RATES & SIZES

### 2011 RATE CARD

Double Page Spread (420w x 287h)  
Full Page (210w x 287h)

6xrate \$	3xrate \$	Casual
3326	3521	3688
2495	2620	2745

Ad sizes above are trim size only - please keep all text 10mm inside these dimensions and add 5mm bleed all around trim size.

1/2 Page (Hor. 186w x 126h)  
1/3 Page ((Hor. 186w x 84h)  
1/4 Page (Hor. 186w x 62h)  
1/6 Page/Strip (Hor. 186w x 31h)  
Covers  
Inserts

Back  
Single A4 All Readers  
Single A4 Per Group  
4 Pages A4 All Readers  
4 Pages A4 Per Group  
CD Insert All Readers  
CD Insert Per Group

1510	1588	1649
1124	1172	1234
915	958	1002
693	728	763
2705	2830	2955
1733	1820	1906
578	607	635
1838	1925	2011
683	712	740
1838	1930	2021
656	689	721

**5% Discount for  
AGCSA Trade  
Members**

\*\* Prices include GST

Please note that no advertising will be confirmed or placed until a signed "Confirmation Form" has been received



There are a number of ways you can effectively deliver your marketing message to the Turf Industry through the AGCSA. The AGCSA communicates on a regular basis to employees in the turf industry through the ATM journal, Website advertising, the Cut weekly e-newsletter and the Australian Turfgrass trade exhibition.

These options coupled together provide an opportunity to build your brand and expand product distribution and sales. It will also help you strengthen your position within the turf industry so as to achieve your marketing goals.

The AGCSA can help maximise the return on your advertising dollar by developing a complete marketing package for your products and services.



The ATM is a comprehensive journal published by the AGCSA for the turf industry across Australia and the Oceania region. The journal is a world class publication which is reflected in the many international awards it has received over the years.

The first copy of the ATM journal was published in 1999 with the feature article on the Green and Golden Bell Frog. Since these early days the journal has grown to become the most read and well respected journal in the turf industry.

Each edition of the ATM journal includes features from leading experts in the turf industry, as well as providing a dedicated trade section which looks at new products to hit the market, while the latest in turfgrass research from around Australia and the world is regularly featured. The ATM journal supports turfgrass management professionals by providing extensively researched and relevant articles.

The journal is distributed to over 4000 turf professionals across Australia and throughout parts of Oceania. There are a number of advertising options available within the journal including strip, quarter, half and full page adverts. Please contact Melissa Wallace at the AGCSA to the available options.



## THE AGCSA WEBSITE

The new look AGCSA website was launched in July 2008 and reaches a broad range of turf mangers world wide on a daily basis.

Banner advertising on any of the AGCSA pages (except the home page) start from as little as \$100 per week. Deals are available on a weekly or monthly basis. The most visited page is the Job Watch page and is widely used by both employers and employees.



# Creating your own advert

- page size for ATM is 210w x 287h
- all fonts and images are cmyk/greyscale - files supplied as RGB may not be detected and will print discoloured and dull.
- all fonts to be included/embedded
- all photos supplied as high resolution tiffs or in eps format at 300dpi at 100% print size
- 5mm internal bleed or type area - we recommend you keep all important information at least 5mm in from the trim
- for a deep black add 30-50% cyan to 100% black
- we recommend not using borders less than 3mm wide on the trim edges
- if you are using Photoshop version 7 or later, please make sure that all artwork is flattened before saving the file for final output
- adverts to be sent in on cd, 100mg zip disk or pdf emailed to [jo@agcsa.com.au](mailto:jo@agcsa.com.au) in PC format. We support InDesign, Illustrator and Photoshop files.
- pdf's have a 5mm bleed with registration off, trim/crop marks are on but offset from the bleed by 4mm
- a full colour proof to be supplied with all art work

## Get the AGCSA to create your advert

- notify The AGCSA that you require us to produce your advert
- request Brief Sheet
- fill out Brief Sheet and return to The AGCSA with all relevant information filled in
- supply The AGCSA with all required files by agreed date, either by cd, zip disk or email to [jo@agcsa.com.au](mailto:jo@agcsa.com.au)
- please make sure that all supplied photographs/graphics/art work are at 300dpi resolution. Anything taken directly off the internet is usually not satisfactory.
- once you have received made-up advert, please check over, make all if any corrections and return to [jo@agcsa.com.au](mailto:jo@agcsa.com.au) immediately
- once final art work is approved, written approval will be required. This can be done via email to [jo@agcsa.com.au](mailto:jo@agcsa.com.au) or [melissa@agcsa.com.au](mailto:melissa@agcsa.com.au)

Suite 1, Monash Corporate Centre, 752 Blackburn Road, Clayton, VIC 3168

#### ADVERTISING AND PRODUCTION ENQUIRIES:

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## THE AUSTRALIAN TURFGRASS TRADE EXHIBITION

This annual event is run in conjunction with the Australian Turfgrass Conference and is the largest turf industry gathering in the Southern Hemisphere. It exposes delegates to the latest in turf management research, workplace practices, ideas and products in the market.



A central component to the conference is the two-day trade exhibition which contains all the leading turf industry machinery, product and service providers and has the most interactive means to reach the decision makers in the turf industry.

All delegates who attend the conference are invited and encourage to attend the trade exhibition. The conference attracts employees from Australian and New Zealand golf courses and a significant number of superintendents from other overseas regions including Africa, Asia and the United States.

The trade exhibition is a free event to attend and attracts a wide range of visitors from the turf industry including employees from golf courses, sportsfield, bowling greens, local councils, parks and gardens, cricket clubs, schools and race courses.

The cost to exhibit at the trade exhibition is dependent on location and size of booths available. Registration forms are made available towards the end of the year prior to the trade exhibition. Details are also posted on the AGCSA website and advertisements placed in the ATM journal.

Please contact the AGCSA (details below) for further information about advertising.

### AGCSA Publishing Contacts AGCSA Office

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