

NEW ENGLAND

BLADE



THE NEW ENGLAND SPORTS TURF MANAGERS ASSOCIATION MAGAZINE



NESTMA MEMBERS RECEIVE A 20% DISCOUNT ON ADVERTISING

Nowhere else in New England will you find a publication that reaches a more comprehensive breadth of professional sports turf managers who are consistent purchasers of the type of products, equipment and/or services that your company offers. *New England Blade* is the New England Sports Turf Managers Association magazine. NESTMA members come from all segments of the sports turf industry and include:

- Sports Turf Managers
- Stadium & Facility Managers
- Public Works Managers
- Physical Plant Administrators
- Directors of Parks & Recreation
- Coaches & Athletic Directors
- Architects, Engineers & Field Builders
- Educators
- Industry Suppliers

This exciting magazine provides valuable education and industry information to recipients four times a year. Readers can also access the online version through TheTurfZone.com website. Archived issues will ensure that your advertising will continue to be seen indefinitely, for long-ranging impact.

Total Circulation: **500+**

CALL US TODAY AT

615-790-3718

888-717-7141 (TOLL FREE)

sales@leadingedgecommunications.com

www.LeadinEdgeCommunications.com

206 Bridge Street | Franklin, TN 37064



Leading Edge Communications

ADVERTISING IN TURFGRASS PUBLICATIONS WORKS!

HERE'S WHAT OUR CUSTOMERS SAY:

“ I only wish all of my business dealings were as easy as mine have been working with Leading Edge.

The circulation and geographic diversity of the various Leading Edge publications we advertise in, has allowed us to reach much of our target demographic. The timing of the publications has enabled us to consistently put our product in front of a vast audience on a continuing basis at an affordable price. The return on investment has surpassed my every expectation.

If I could make a single recommendation to any of my professional contemporaries, it would be to get in touch with these people yesterday. ”

— **Bill Carraway, VP of Marketing**
The Turfgrass Group, Inc.

AFFORDABLE RATES. EVEN BETTER...

PACKAGE DEALS ACROSS MULTIPLE STATES!

In addition to *New England Blade*, Leading Edge Communications publishes the official magazines and annual membership directories for turfgrass associations in eight states, including:

- *Alabama Turf Times*
- *Arkansas Turfgrass Association*
- *MTC Turf News* (Maryland)
- *Mississippi Turfgrass*
- *North Carolina Turfgrass*
- *Pennsylvania Turfgrass*
- *Tennessee Turfgrass*
- *Virginia Turfgrass Journal*

Call us today about special pricing for multiple publications!

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NESTMA MEMBERS RECEIVE A 20% DISCOUNT

FULL PAGE AD

	4X	1X
Black & White:	\$965	\$1,020
Color:	\$1,368	\$1,426

2/3 PAGE

	4X	1X
Black & White:	\$823	\$864
Color:	\$1,227	\$1,268

1/2 PAGE — Island or Horizontal

	4X	1X
Black & White:	\$697	\$735
Color:	\$1,102	\$1,139

1/3 PAGE — Vertical or Square

	4X	1X
Black & White:	\$506	\$532
Color:	\$910	\$937

BUSINESS CARD — Vertical or Horizontal

	4X	1X
Black & White:	\$197	\$205
Color:	\$601	\$608

SPECIAL POSITIONS AVAILABLE:

Back Cover:	Additional \$152
Inside Front Cover:	Additional \$121
Inside Back Cover:	Additional \$121
Double Page Spread:	Additional \$212
Power Page Spread:	CUSTOM

DIGITAL EDITION:

Full Page: \$1,155
Half Page: \$693

EBLAST ADS:

Leader Board: \$289
Side Bar: \$231

DIGITAL MARKETPLACE

QR Code ads: \$114

AD DESIGN

Leading Edge can design your ad at an affordable rate.
Give us a call for details.

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1/2 PAGE
HORIZONTAL

1/3 PAGE
SQUARE

BUSINESS
CARD
VERTICAL

FULL
PAGE

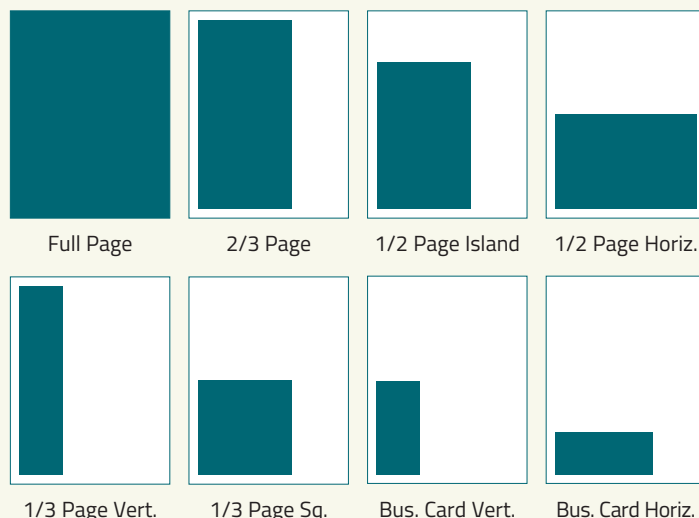
BUSINESS
CARD
HORIZONTAL

1/2 PAGE
ISLAND

PRINT AD SPECIFICATIONS

SPACE SIZE	WIDTH (in inches)	DEPTH (in inches)
Full Page*	8.375"	10.875"
Power Page, Left*	7.625"	10.875"
Power Page, Right*	8.25"	10.875"
2/3 Page	4.875"	9.875"
1/2 Page Island	4.875"	7.66"
1/2 Page Horiz.	7.375"	4.937"
1/3 Page Vert.	2.25"	9.875"
1/3 Page Sq.	4.875"	4.937"
Bus. Card Vert.	2.25"	4.937"
Bus. Card Horiz.	4.875"	2.25"
QR Code Ad	3.75"	2"

*ONLY FULL PAGE ADS BLEED.



IMPORTANT FOR FULL PAGE PRINT ADS:

- Bleed size: 8.625" x 11.125"
(for full page ads; .125" on all sides)
- Trim size: 8.375" x 10.875"
- Live area: 7.875" x 10.375"
(vital copy must remain .25" from trim size)

PRINT AD FILE FORMAT:

- PDF (Portable Document Format) is the required file format for print ads
- Images must be high resolution (300 dpi preferred), saved as CMYK or Grayscale.
- All fonts must be embedded or converted to outlines.

EMAIL BLAST AD SPECIFICATIONS

SPACE SIZE	WIDTH (in pixels)	DEPTH (in pixels)
Email Blast Leader Board	468	60
Email Blast Sidebar	120	240

EMAIL BLAST AD FILE FORMAT:

- Submit Email Ads as .jpg or .gif format
- Format images in RGB color values
- Any URL's referenced must be active
- Resolution of 72dpi & set to maximum quality;
makes for quick & easy downloading
- 1 MB maximum file size

HOW TO SUBMIT YOUR AD

SUBMIT ADS VIA EMAIL TO:

info@LeadingEdgeCommunications.com

UPLOAD YOUR AD:

Go to:

<http://leadingedgecommunications.com/files/upload.php>

- Username: leupload
- Password: upload2le
- Follow instructions on screen to upload your ad



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