

GREATER L.A. BASIN CHAPTER

SportsTurf

MANAGERS ASSOCIATION

Experts on the Field, Partners in the Game.

CHAPTER NEWSLETTER 2016 MEDIA KIT

Dear Southern California Businesses, Advertisers and Media Buyers:

The Greater L.A. Basin Chapter of the Sports Turf Managers Association is in its third year publishing our totally revamped Chapter Newsletter. With increased circulation – both by mail and online – and featuring more photos and more interesting and informative stories, this is the magazine you have been looking for to reach potential buyers of your company's products and services. **Our circulation reaches members and industry professionals in the counties of Los Angeles, Orange, San Bernardino, Riverside, Kern and Ventura!**

We believe that STMA's mission – *To be the recognized leader in strengthening the sports turf industry and enhancing members' competence and acknowledgement of their professionalism* – calls for a local publication that can help our Chapter members achieve these worthy goals. Our new Chapter magazine is doing just that.

Our full color Chapter Newsletter publishes four times per year, with Spring, Summer, Fall and Winter issues. The next issue is our Spring issue set to publish early May.

Published by El Dorado Communications, Inc., our new magazine deals with a wide range of subjects within the sports turf industry, along with helpful business and management how-to's and other interesting features that our members – and the readers of your ads – will enjoy and pass on to their friends and co-workers.

Present mailed circulation is between 300-350 companies and individuals, and our online circulation will soon reach 1,000 growing. This is your target audience!

As an added bonus, readers who click onto your ad in the email version of our magazine will be linked to your website at no additional cost to you! You can be confident that reaching our growing readership of decision-makers will give you excellent value for your advertising dollar.

INSERT INFO: Please send **400 copies per run** to insert in the printed version of the STMA Newsletter as we print extras for distribution by our members at various events! Also, please send a PDF of your complete insert (all pages) for inclusion in the email version of our magazine.

Attached is a rate sheet and insertion order. Please fill it out and fax or email it in to place your advertising in our publication. Thank you for your support of the Greater Los Angeles Basin Chapter of STMA.

Send your advertising inquiries and editorial submissions (MS Word preferred), to: John R. Hernandez, El Dorado Communications, Inc., (626) 965-5015 / cell (626) 715-1757 / eldoradowriters@gmail.com.

Greater L.A. Basin Chapter Sports Turf Managers Association Newsletter

c/o John R. Hernandez, Publisher, El Dorado Communications, Inc.

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2016 Insertion Order & Contract

Please fill out and fax, mail or email to Editor John Hernandez (see above).

COMPANY _____ Phone _____ Fax _____

CONTACT _____ Email _____

BILLING ADDRESS _____ CITY _____ STATE _____ ZIP _____

COMPANY WEBSITE _____

I authorize El Dorado Communications, on behalf of the Greater L.A. Basin Chapter of STMA, to insert my ad in their Chapter Newsletter for **one full year, or as specified:****

	<u>RATES ARE FOR EITHER COLOR OR BLACK & WHITE ADS</u>	<u>YEARLY RATE - 4 ISSUES</u>
<input type="checkbox"/>	FULL PG-Back Cover (8 1/2" w * 11" h-add 1/4" bleed all around)	\$1,200
<input type="checkbox"/>	FULL PG – Inside (8 1/2" w * 11" h-add 1/4" bleed all around)	\$1,000
<input type="checkbox"/>	1/2 PG <u>Color</u> (Vert.–3 5/8" w * 9 5/8" h) (Horiz.–7 1/2" w * 4 5/8" h)	\$ 560
<input type="checkbox"/>	1/4 PAGE (3 5/8" w * 4 5/8" h)	\$ 320
<input type="checkbox"/>	1/8 PAGE – Business Card (3 5/8" w * 2" h)	\$ 180
<input type="checkbox"/>	INSERT AD – 8 1/2" * 11" <u>1 mo.</u>	\$ 225
<input type="checkbox"/>	INSERT AD – 8 1/2" * 11" <u>1 yr. 4x</u>	\$ 900
<input type="checkbox"/>	INSERT AD – 11" * 17" 1-sheet folded 4 pgs. <u>1 mo.</u>	\$ 295
<input type="checkbox"/>	INSERT AD – 11" * 17" 1-sheet folded 4 pgs. <u>1 yr. 4x</u>	\$1,180

START DATE _____ **TOTAL PAYMENT: \$** _____

****Ad fees for partial years are prorated to end of year. To determine, divide yearly rate by 4 and multiply by number of issues left in year. Ad Agencies: These rates are NET.**

CK INCLUDED WITH THIS ORDER (CK# _____) BILL ME AT MY ADDRESS ABOVE

Make checks payable to Greater L.A. Basin Chapter and mail to address above.

+++Ads must be prepaid unless previous arrangements are made with the publisher or STMA.

Technical Information: Supply ads in CD or email in a TIFF, JPG or PDF format (300 dpi min.) formatted for either Mac or PC. Ads received outside of size requirements may be reformatted or cropped to fit as required.

Direct your advertising questions and email ads, stories and photos to the Publisher John R. Hernandez of El Dorado Communications: eldoradowriters@gmail.com (626) 965-5015
DEADLINE for ads and stories: 15th of the month prior to publication

+++NOTE: I UNDERSTAND THAT MY YEARLY AD WILL RENEW AUTOMATICALLY EACH JANUARY, AND WILL CONTINUE TO RUN UNTIL I NOTIFY THE PUBLISHER OR STMA. 4/18/16

Authorized Signature _____ Title _____ Date _____