

Southwest Trees & Turf

Circulation Breakdown

August 22, 2008

Circulation by Profession

Profession	Circulation
Landscape Contractor	2,143
Sports Turf/Parks & Recreation	1,497
Golf Management	1,247
Supplier	1,951
Arborist	484
Resort/Commercial	302
Landscape Architect	581
Students, Other	445
Nursery	561
Consultant/Educator	353
Total Circulation	9,664

Circulation by State

Arizona	2,369
California	3,381
Colorado	497
New Mexico	457
Nevada	1,268
Texas	355
Utah	685
Other	652

Southwest Trees & Turf 2009 Advertising Rates

Size	1x	6x	12x
Tab Page (10 x 16)	\$2,575	\$2,130	\$2,025
Tab Half Page (10 x 7 ½)	\$1,500	\$1,295	\$1,125
Tab Third Page (7 ½ x 7 ½)	\$1,125	\$1005	\$940
Tab Quarter Page (5 x 7 ½)	\$915	\$820	\$750
Tab Sixth Page (4 ¾ x 4 ¾)	\$775	\$715	\$650
Standard Page (7 ½ x 10)	\$1,500	\$1,295	\$1,125
Stand. Half Page (7 ½ x 4 ¾)	\$915	\$820	\$750
Stand. Third Page Sq. (4 ¾ x 4 ¾)	\$775	\$715	\$650
Stand. Third Page Vert. (2 x 10)	\$775	\$715	\$650
Stand. Quarter Page (3 ½ x 4 ¾)	\$645	\$585	\$530
Stand. Sixth Page (2-1/2 x 4-3/4 or 4-3/4 x 2-1/2)	\$470	\$450	\$410

- Special positions add 10 percent — inside front cover, inside back cover, back cover

Color Charges (per page):

Four Color	\$575
Two Color Process	\$300

- Advertising Agency Commission is 15 percent
- Inserts are billed at the single B/W page rate per inserted sheet plus \$95 per 1,000 copies.

Southwest Trees & Turf is electronically produced on a Macintosh platform, in QuarkExpress, 4.1 version and Acrobat 5. When building ads in a later version of Quark, i.e. version 5, 6 or 7 or any other design program, a high-resolution PDF file is required. The PDF file can be emailed directly to be placed into the Quark document.

Advertising material preparation is available at cost.

Southwest Trees & Turf

2009 Editorial Calendar

Celebrating “Lucky 13,” Southwest Trees & Turf offers the best value for your advertising dollar. As the “go-to” guide for green industry professionals in the arid Southwest STT delivers a loyal readership who depends on us for in-depth technical articles, the latest industry new and reliable product recommendations. Don’t get lost in the shuffle! Take advantage of our credibility as the best source of information for almost 10,000 avid readers to promote your products.

Regional publications deliver the results you need in this tight economy. Many of our readers save each issue and refer to it again and again when looking for technical solutions, products and services. Get lucky in 2009 with Southwest Trees & Turf!

We offer a wide range of regular columns, including:

- Landscape Maintenance Monthly
- Research You Can Use
- Pest Alert
- Plants at a Glance
- Golf Course Maintenance Tips
- **SNGCSA Scoop** – The Official Monthly Newsletter of the Southern Nevada GCSA
- Safety Matters
- Irrigation Smarts
- The Desert Arborist, with “Rope Tricks,” practical tree-climbing tips
- Southwest Design Solutions
- Career Exchange, free “help wanted” and “jobs wanted” classified advertising

Plus, regular columns featuring turfgrass troubleshooting, “the basics” and even a little humor!

In addition, each month has a “focus topic,” with detailed feature articles. When relevant, the focus topic is covered in the regular columns. As well as regular direct-mail, STT is also distributed at major conferences and trade shows in the Southwest, plus selected regional seminars.

Close Date	Month	Focus	Bonus Distribution
12/19/08	January	Golf & Sports Turf	Utah Green; ProGreen, STMA
1/16/09	February	Disease Detection & Control	NLA Show, Landscape Industry Show
2/20/09	March	Soils/Fertilization	High Desert Landscape Conference
3/20/09	April	Nursery Operations & Plant Update	UA Turf Conference
4/17/09	May	Insect Alert	Desert Horticulture Conference
5/15/09	June	Safety & Equipment Innovations	Landscape Entomology Conference
6/19/09	July/August	Tree Care	International Society of Arboriculture
8/21/09	September	Fall Planting/Overseeding	UCR Horticulture Classes
9/18/09	October	Landscape Architecture	SNWA Expo, Desert Green
10/16/09	November	Irrigation & Water Conservation	Western Landscape Expo, SW Hort Show
11/20/09	December	New Products & Technology	Irrigation Association, CO Turf

Publisher Helen M. Stone is the Turf & Ornamental Communicators Association 2007 Environmental Communicator of the Year, received the Western Chapter/International Society of Arboriculture RW Harris Educational Award, the SNWA’s “Linn Mills” award, was named a “Tree Care Trailblazer” by the Southern NV Arborist Group and received the Tomiyasu Award, Southern Nevada’s top green industry honor!

Southwest Trees & Turf is a Southern Nevada Water Authority “Water Hero” and the proud recipient of the Arizona Municipal Water Users Association Annual Xeriscape Award.