

Southwest Trees & Turf

2011 Editorial Calendar

With the economy still challenged, **Southwest Trees & Turf** offers the best value for your advertising dollar, especially in our new bi-monthly format. As other green industry publications come and to, STT remains 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. Take advantage of our credibility and longevity as the best way 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 the best value for your advertising dollar with

Southwest Trees & Turf!

We offer a wide range of regular columns, including:

- Landscape Maintenance Monthly
- 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 bi-monthly has a one or more “focus topics,” with detailed feature articles and issue highlights. 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
12/17/10	January	Golf & Sports Turf	Utah Green; ProGreen, STMA
12/17/10	February	Disease Detection & Control	NLA Show, Landscape Industry Show
2/18/11	March	Soils/Fertilization	High Desert Landscape Conference
2/18/11	April	Insect Alert	UA Turf Conference
4/22/11	May	Nursery Operations & Plant Update	Desert Horticulture Conference
4/22/11	June	Safety & Equipment Innovations	Landscape Entomology Conference
6/17/11	July/August	Tree Care	Int. Soc. of Arboriculture, SHADE
8/19/11	September	Fall Planting/Overseeding	UCR Horticulture Classes
8/19/11	October	Landscape Architecture	SNWA Expo, Desert Green
10/28/10	November	Irrigation & Water Conservation	Irrigation Association, TLE
10/28/10	December	New Products & Technology	Irrigation Association, CO Turf

Run with a winner! **Southwest Trees & Turf** was honored with the **Arizona Community Tree Council 2010 award for Outstanding Media!** 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 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 2011 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. A high-resolution PDF file is required. The PDF file can be emailed directly.

Advertising material preparation is available at cost.

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Circulation Breakdown

November 10, 2010

Circulation by Profession

Profession	Circulation
Landscape Contractor	1,877
Sports Turf/Parks & Recreation	1,353
Golf Management	1,086
Supplier	1,515
Arborist	445
Resort/Commercial	246
Landscape Architect	496
Students, Other	506
Nursery	505
Consultant/Educator	317
Total Circulation	8,347

Circulation by State

Arizona	2,049
California	3,020
Colorado	428
New Mexico	396
Nevada	1,050
Texas	311
Utah	620
Other	471