

SOUTHWEST TREES & TURF

P.O. BOX 796 • ORANGE, CA • WWW.SWTREESANDTURF.COM



Southwest Trees & Turf 2017 Media Kit

Who We Are: Since 1996, *Southwest Trees & Turf* has been one of the most widely respected green industry publications in the Southwest. Our distribution includes California, Arizona, Nevada, Utah, New Mexico, and western Texas. With a readership base of over 5,000 industry professionals, *STT* will deliver your products and services at a reasonable rate to a wide audience. We offer complete green industry coverage reaching all disciplines in the turf, landscape and tree care industry.

Our authors are well-regarded professionals within the industry, and all articles contain up-to-date, relevant information that our readers rely on to increase their efficiency and productivity in today's tight market.

Don't miss this opportunity to get your name out there in one of the premier publications of the Southwest!



2017 Editorial Schedule

In addition to the variety of columns, each bi-monthly issue has one or more "focus topics" which include detailed feature articles and issue highlights.

January/February

Editorial Deadline: December 9, 2016

Focus Topics: Insect Alert
Golf & Sports Turf

March/April

Editorial Deadline: February 10, 2017

Focus Topics: Disease Detection & Control
Safety/Equipment Innovations

May/June

Editorial Deadline: April 14, 2017

Focus Topics: Soil/Fertilization
Landscape Architecture

July/August

Editorial Deadline: June 9, 2017

Focus Topics: Tree Care
Plant Healthcare

September/October

Editorial Deadline: August 11, 2017

Focus Topics: Fall Planting/Overseeding
Nursery Operations

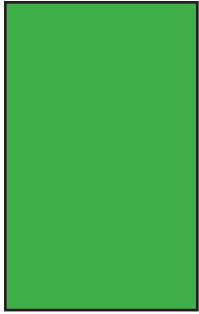
November/December

Editorial Deadline: October 13, 2017

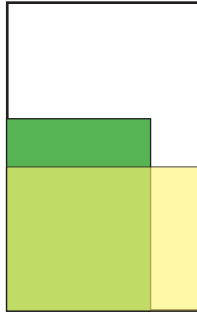
Focus Topics: Irrigation & Water Conservation
New Products & Technology

Contact: Kathleen Mahoney ~ kathleen@swtreesandturf.com ~ 714.639.2200

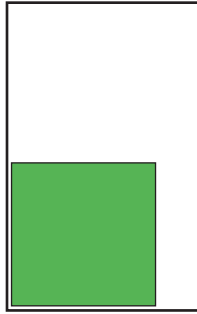
Ad Sizes and Rates



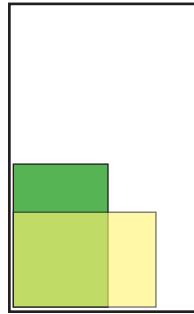
10" x 16" (Full Page)
1 Issue: \$2,500
3 Issues: \$2,250
6 Issues: \$2,000



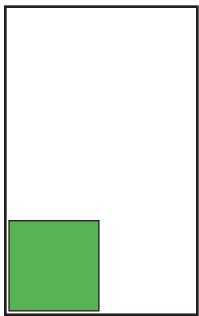
7.5" x 10" (Half Page)
1 Issue: \$1,500
3 Issues: \$1,375
6 Issues: \$1,250



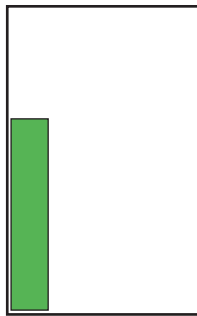
7.5" x 7.5" (Third Page)
1 Issue: \$1,125
3 Issues: \$1,075
6 Issues: \$1,000



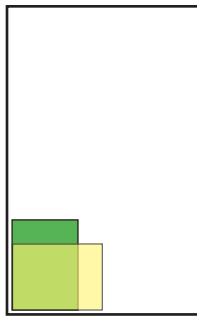
7.5" x 5" (Quarter Page)
1 Issue: \$925
3 Issues: \$875
6 Issues: \$800



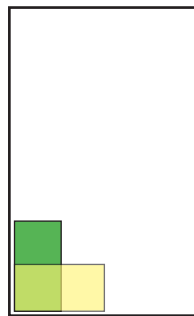
4.75" x 4.75" (One-Sixth Page)
1 Issue: \$775
3 Issues: \$750
6 Issues: \$700



2" x 10" (Column)
1 Issue: \$775
3 Issues: \$750
6 Issues: \$700



3.5" x 4.75" (Small Box)
1 Issue: \$650
3 Issues: \$625
6 Issues: \$575



2.5" x 4.75" (Business Card)
1 Issue: \$475
3 Issues: \$450
6 Issues: \$425

Inserts

Inserts are billed at the single B&W page rate per inserted sheet plus \$95 per 1000 copies.

Contact Kathleen at 714.639.2200 or kathleen@swtreesandturf.com for details.

Advertising Deadlines

- January/February:
December 16, 2016
- March/April:
February 17, 2017
- May/June:
April 21, 2017
- July/August:
June 16, 2017
- September/October:
August 18, 2017
- November/December:
October 20, 2017

Insertion Order Contact Information

Contact Person: _____

Billing Address: _____ City/State/Zip: _____

Phone: _____ E-mail: _____

Ad Information

Ad Size (Check One): Full Page: _____ 1/2 Page: _____ 1/3 Page: _____ 1/4 Page: _____

1/6 Page: _____ Column: _____ Small Box: _____ Business Card: _____

Color Selection (Check One): 2-Color: _____ 4-Color: _____ Black & White: _____

Frequency (Check One): 1 Issue: _____ 6 Issues(1 Year): _____ Other: _____

Desired Month(s) of Insertion (Check All Desired): Jan/Feb '17: ___ Mar/Apr '17: ___ May/Jun '17: ___

Jul/Aug '17: ___ Sep/Oct '17: ___ Nov/Dec '17: ___

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