

Professional Grounds Management Society

99% of PGMS members make the final purchase decisions or recommendations for their organizations.

The PGMS Advantage

- We are the industry. **99%** of PGMS members make final purchasing decisions or recommendations for their organization.
- Seventy percent of PGMS members have an annual budget of **\$500,000 or more**, with 10 percent having an annual budget of **\$7 million and above**.
- PGMS is the **only** membership organization for institutional grounds managers and the oldest individual membership organization for grounds professionals.
- PGMS members are responsible for sites averaging **570 acres** with a full-time staff.

Member Profile

Our official publication is mailed to every member of PGMS, including grounds managers, superintendents and department heads of large institutions. Our readership includes:

- Professional ballparks
- Parks and recreation departments
- Hotels and resorts
- Condo and apartment communities
- Colleges and universities
- Hospitals
- Office parks
- Theme parks

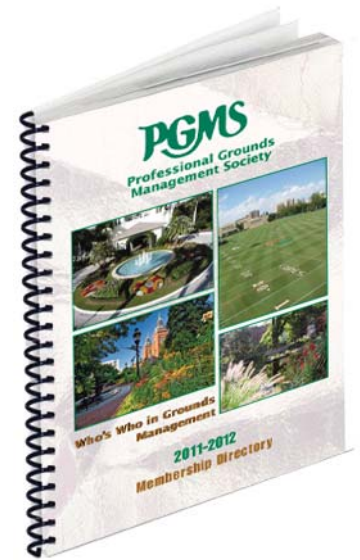
Who We Are

The Professional Grounds Management Society (PGMS) is the oldest individual membership organization for grounds professionals. Our members are the leaders in grounds management throughout the **U.S., Puerto Rico, Canada, Europe** and **Japan**.

Participating in our 2012-2013 Membership Directory is an easy way to protect market share and secure top-of-mind awareness. Contact your Naylor account executive today to secure your space!

For more information, please contact:

John O'Neil
Publication Director
Naylor, LLC
(770)810-6959
joneil@naylor.com



Who's Who in Grounds Management: 2012-2013 Membership Directory

Our official membership directory serves as a year-round networking tool and comprehensive buyers' guide for our members, who recognize the importance of doing business with the vendors who support their association.

Publication Features:

Advertiser.com

All advertisers receive a free Advertiser.com listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

Index of Advertisers

All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

Complimentary Ad Design

Don't have an ad created? With our complimentary production services, Naylor, LLC provides professional ad assembly and layout services to non-agency clients at no charge.

To learn more about PGMS, visit:

www.pgms.org



Who's Who in Grounds Management: 2012-2013 Membership Directory

Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color

Rates

Double Page Spread	\$ 3,739.50
Outside Back Cover	\$ 3,329.50
Inside Front or Inside Back Cover	\$ 3,079.50
Full Page	\$ 2,509.50
2/3 Page	\$ 1,999.50
1/2 Page	\$ 1,479.50
1/3 Page	\$ 1,079.50
1/4 Page	\$ 819.50
1/6 Page	\$ 619.50
1/8 Page	\$ 509.50

Black-and-White

Rates

Full Page	\$ 1,639.50
2/3 Page	\$ 1,419.50
1/2 Page	\$ 1,039.50
1/3 Page	\$ 789.50
1/4 Page	\$ 599.50
1/6 Page	\$ 469.50
1/8 Page	\$ 369.50

Members receive 5% discount off net advertising rates.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (PGM-R0012)

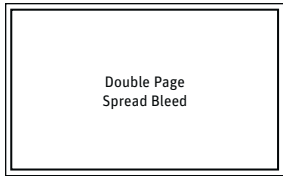




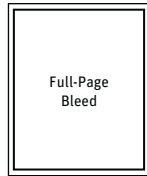
Who's Who in Grounds Management: 2012-2013 Membership Directory

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



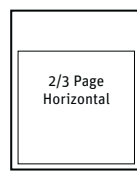
11.75" x 8.75"



6" x 8.75"



5" x 7.5"

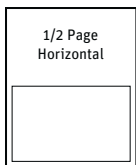


5" x 4.916"

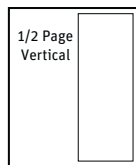
Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 10.75" x 7.5"

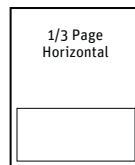
Full Page Live Area: 5" x 7.5"



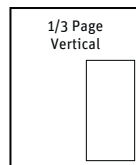
5" x 3.666"



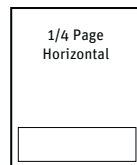
2.333" x 7.5"



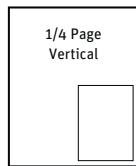
5" x 2.333"



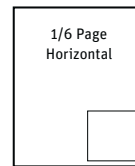
2.333" x 4.916"



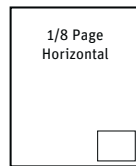
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Who's Who in Grounds Management: 2012-2013 Membership Directory



Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Professional Grounds Management Society and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of PGMS.

Aquatrols
Arbor Jet, Inc.
Bartlett Tree Experts
Blackburn Mfg. Co.
Dakota Peat & Equipment
Earth & Turf Products LLC
Echo, Inc.
Eliet USA, Inc.
Ferris Industries/Briggs & Stratton YPPG
Fiberweb, Inc.
Flail-Master
Griffin Industries, Inc.
Ground Logic, Inc.
Hustler Turf Equipment
Landscape Ontario
Magna-Matic Corp.
Meg-Mo Systems
Modeco Systems, LLC
PBI/Gordon Corporation
Power Planter, Inc.
Prime Line Power Equipment
Shindaiwa, Inc.
Soil Technologies Corp.
Spectrum Technologies, Inc.
Stens Corporation
Syngenta Turf & Ornamentals
U.S. Aqua Vac, Inc.
US Chemical Storage
Walker Manufacturing

We appreciate your support!

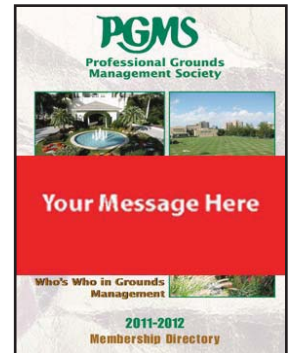


Who's Who in Grounds Management: 2012-2013 Membership Directory

Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *Who's Who in Grounds Management: 2012-2013 Membership Directory* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around *Who's Who in Grounds Management: 2012-2013 Membership Directory* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates—Pieces Furnished by Advertiser*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$3,269.50
1 page (2 surfaces)	<input type="checkbox"/> \$1,269.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,699.50
Postcard	<input type="checkbox"/> \$1,269.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser.

*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 pages (6 surfaces) or more available; quotes supplied upon request.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web site: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (PGM-R0012)

Please sign and return to:

John O'Neil
Publication Director
Naylor, LLC
(770)810-6959
joneil@naylor.com

