



Synthetic Turf
COUNCIL

SYNTHETICTURFCOUNCIL.ORG



SynTurfCouncil



SynTurfCouncil

SYNTHETIC TURF COUNCIL MEDIA GUIDE

**CONNECT WITH STC MEMBERS WHO
SPEND \$800 MILLION ANNUALLY**

STC MarketBase

FOR MORE INFORMATION, PLEASE CONTACT:

Mark Ragland

Publication Director

(352) 333-3376

mragland@naylor.com

NAYLOR ➤
ASSOCIATION SOLUTIONS



STC members spend **approximately \$800 million** on products and services annually.



Our members represent an average of **75% of the major companies** in the synthetic turf industry.



Our members are part of the synthetic turf Industry which generates **more than \$1 billion in revenue** each year.

OUR MEMBERS

Our members are key decision makers in the synthetic turf industry. Establish relationships with fellow members in the *STC Buyers' Guide & Member Directory*, including:

- Builders
- Component Suppliers
- Engineers
- Landscape Architects
- Manufacturers
- Maintenance Providers
- Suppliers
- Testing Laboratories

Reach 3 out of 4 of the major companies in the synthetic turf industry.

Contact your Naylor account executive today!

*STC Marketing Questionnaire



STC BUYERS' GUIDE & MEMBER DIRECTORY

The *STC Buyers' Guide & Member Directory* is considered the top industry resource for finding service, supply and professional companies in the synthetic turf industry.



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ASSOCIATION SOLUTIONS



STC.ONLINEMARKETBASE.ORG

The STC MarketBASE takes online buyers' guides to the next level, delivering a content rich, interactive site where buyers' can come to research products and services in their industry, and your company can become a thought leader by delivering valuable content to engage with potential customers.

24/7 fully responsive buyers' guide with a number of features:

- Improved search with auto-suggest functionality built in to help deliver quick, relevant results.
- Multiple advertising options including enhanced listings with added features, run of site display advertising, and sponsored content marketing opportunities.
- The ability to log-in and purchase or update your own listing information.
- Advertising opportunities leading visitors to a landing page of your choice to learn more about your business offerings.
- Google™ integration allowing for extensive search engine optimization.



STC Buyers' Guide & Member Directory Statistics:

- 520+ Users per month
- 500+ New users per month
- 3,540+ pages viewed per month

The purchase of any display ad comes with a **COMPLIMENTARY** Premier Listing – a \$275 value!



Naylor charges a fee for artwork creation or revisions on native and responsive ad sizes. This additional fee will appear on your final invoice if artwork submitted is not publish-ready. Please contact your sales representative for fee details.

1 NEW Content Marketing Opportunities Sponsored Content | \$2,100

Establish your company as a thought leader! The sponsored content option allows you to share your article with users for the life of the site, with guaranteed home page presence for the 1st month. Up to 2,000 words. Contact your sales representative for additional details on content guidelines.

Native Advertising | \$1,350

Have a product or service that you'd like to promote? Link your whitepaper, infographic, product showcase, press release or other native ad directly in the content feed, hosted for the life of the site. Up to 50 words. Contact your sales representative for additional details on content guidelines.

2 Super Leaderboard – EXCLUSIVE | \$1,600

12 months, 970 x 90 pixels*. Display your business uniquely and exclusively! Showcase your company at the top of every page with a call to action.

3 Skyscraper | \$1,150

12 months, X rotations, 160 x 600 pixels*. The skyscraper is positioned on the left hand column of every page, ensuring your message is prominently displayed.

4 1st ROS Rectangle | \$855

5 2nd ROS Rectangle | \$655

12 months, X rotations, 300 x 250 pixels*. The rectangle positions are located on the right hand column of every page, ensuring your message is prominently displayed.

6 Category Rectangle | \$810

12 months, exclusive, 300 x 250 pixels*. The category rectangle is located on the right hand column as the exclusive ad for a category page of your choice, ensuring your message is displayed in front of a relevant audience.

*Your display ad option may require responsive ad sizes.
For complete specs on all sizes involved, visit www.naylor.com/onlinespecs.

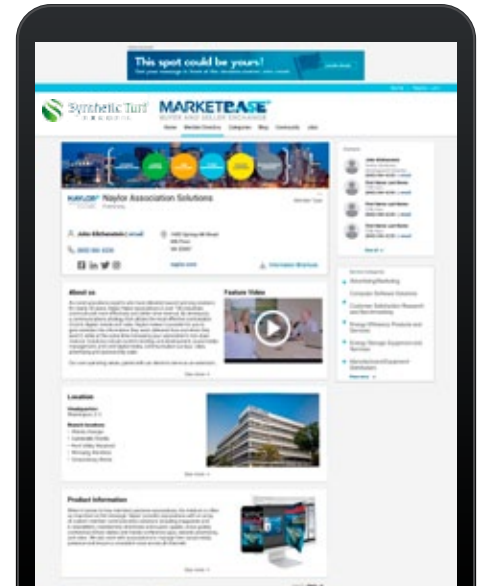
STC.ONLINEMARKETBASE.ORG

Premier Listing Package | \$275

Premier Listings are designed to offer heightened visibility within STC Marketbase. They contain all basic information. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Product image and description linked to your website
- Integration with Google features including search indexing and analytic reporting
- Request for information: a contact form to reach a representative from your business



Don't miss your opportunity to advertise in STC's new *Buyers' Guide and Member Directory*. Contact Naylor today!



MAXIMIZE THE IMPACT OF YOUR PREMIER LISTING WITH THESE UPGRADES

① Category Sponsor

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category, your company is the first that they see. Includes Video upgrade.

Category Sponsor #1 | \$350

Category Sponsor #2 | \$325

Category Sponsor #3 | \$300

② Video Upgrade

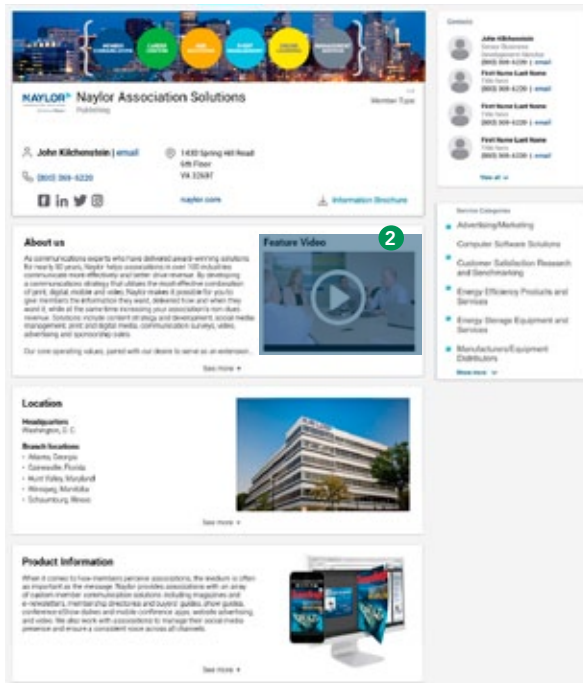
Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

Upgrade | \$200

For the latest online specs, please visit www.naylor.com/online-specs

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

PREMIER LISTINGS VERSUS BASIC LISTINGS



Premier Listing includes:

- Premium Placement Above Basic Listings
- Company Logo
- Company Name
- **Company Contacts**
Up to five with separate title, email and phone number for each person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Web link
- Active Email
- Active Facebook, Twitter and LinkedIn links
- **Product/Service Category Listings**
- Includes five categories of your choice
- Additional categories available for \$50 each
- Extended Company Profile
- Product/Service Image
- Extended Product/Service Description
- Google™ Map It!
- Google™ Site Search

Upgrade Opportunities:

- 1 Guaranteed position with category sponsorship
- 2 Add a video to your listing



Basic Listing includes:

- Company Name
- Company Contact
- Limited to one person
- Full Mailing Address
- Phone Number
- Fax Number
- Active Email
- Product/Service Category Listing
- Limited to one category
- Assigned by association

STC Buyers' Guide and Member Directory

Below is a checklist of all elements required in order to process your Premier Listing.

☐ **Full-Color Company Logo**

The size of your logo should be **240 pixels wide x 120 pixels high** and no larger than 100kb. We accept JPG or GIF format. *Your logo will link to your website, so please provide the URL to which you would like your logo to link.*

☐ **Company Contacts - Up To Five**

Please include job title, phone number and email address. All email addresses will be hyperlinked and active.

☐ **Primary Contact for RFP Automator and Request for Information (OPTIONAL)**

Indicate which person or email should be referenced as the "primary" contact. This designation is **necessary** for your company to be visible in the RFP Automator and to be available for requests for information.

☐ **Company Description**

This is strictly **textual information about your company**. You can include your company's mission statement or a description of the products and services you offer. No graphics are allowed in this section. The initial viewable text is 3,000 characters that can be extended upon click by an additional 3,000 characters for 6,000 characters maximum. *All text should be provided to us in a Word document that allows us to cut and paste your description to your order.*

Keep in mind that each word in your company description is searchable via the "keyword" search function. Be thorough and include all elements of the products/services you provide. We allow you to change your listing on a monthly basis. If changing your listing or adding more information, please email this to your Naylor account executive.

☐ **Website Activation**

Please provide us with the **website, Facebook, Twitter and LinkedIn URLs to which your listing should link**. *Your website will be listed along with your contact information and will be included each time anyone searches for your company by the various searching capabilities available.*

☐ **Product/Service Categories**

All extra information will show up under all of the categories you select. **Five category listings are included** in the initial price of the Premier Listing. *Additional category listings can be purchased for \$50 each.*

☐ **Full-Color Product Image and Description**

The size of your product photo should be **240 pixels wide x 240 pixels high** and no larger than 100kb. We accept JPG or GIF (animation must be no longer than 25 seconds). *Please provide the URL to which you would like your product image to link.* You can also include a brief product description (500 characters maximum) that will appear next to the product image.

☐ **Video Upgrade - Additional cost: \$200 (OPTIONAL)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

☐ **Category Sponsorship Video (INCLUDED WITH YOUR CATEGORY SPONSORSHIP PURCHASE)**

Your video should run no longer than five minutes. We accept the following video formats: MP4, MOV, and AVI. Video dimensions should be 400 pixels by 300 pixels.

Once we receive all elements of your Premier Listing, we will post it to the site on a first-come, first-listed basis. Your one-year time frame begins the day we post your listing. Feel free to contact your Naylor account executive should you have any questions or concerns. We look forward to getting you posted on the site. Thank you.

STC Buyers' Guide and Member Directory

PREMIER LISTING CATEGORIES

Our *STC Buyers' Guide & Member Directory* allows visitors to locate your business quickly and easily. Your Premier Listing will appear under the categories of your choice, ensuring that your company is seen by those in the market for your products and services.

Five free categories are included with your Premier Listing, and additional categories are only \$50 each. Bold terms are for grouping purposes only and are not available for selection.

Builders and Installers:

- ☐ Landscape, Golf
- ☐ Sports Fields

Component Manufacturers and Suppliers:

- ☐ Adhesives and Fasteners
- ☐ Backing Systems
- ☐ Edging for Landscape
- ☐ Infill Systems
- ☐ Installation Equipment
- ☐ Logos and Field Graphics
- ☐ Pigments and Masterbatches
- ☐ Raw Materials
- ☐ Seam Tape
- ☐ Shock Pads and Underlayments
- ☐ Synthetic Turf
- ☐ Yarn and Fiber

Independent Professionals and Consultants:

- ☐ Athletic Field Consultants
- ☐ Business Development, Management and
- ☐ Scientific Consultants
- ☐ Insurance
- ☐ Landscape Architects, Engineers, Independent
- ☐ Professionals

Specialty Contractors:

- ☐ Base Contractors
- ☐ Drainage
- ☐ Field Removal
- ☐ Irrigation

Specialty Manufacturers and Services:

- ☐ Field Marking and Paint
- ☐ Field Removal Equipment
- ☐ Protective Field Covers
- ☐ Sports Equipment and Hardware
- ☐ Specialty Equipment

Testing:

- ☐ Testing Equipment
- ☐ Testing Labs

Five (5) free categories with any Premier Listing. Additional listings are \$50 each. No limit.

_____ Additional Categories X \$50 = \$ _____

Initial: _____ Date: _____

STC MarketBase

PAST ADVERTISERS

The *STC Buyers' Guide & Member Directory* is made possible solely through advertiser support. We appreciate the investment

that our advertisers make with STC 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 STC. Past advertisers include both display ads and premier listings..

- Alpine Services, Inc.
- Americhem Inc
- Applied Landscape Technologies, Inc.
- Armacell LLC
- Atlas Material Testing Technology LLC
- A-Turf
- Brock International
- Chemical Concepts
- Eco Chemical
- Entech Inc
- Greenplay
- Kromer Co. LLC
- Labosport International
- Pioneer Athletics
- Pioneer Sands
- Q-Lab Corporation
- Recticel/The Soundcoat Company
- Schmitz Foam Products
- Stauf USA, LLC
- Synthetic Surfaces Inc.
- Target Technologies International Inc.
- Techmer PM
- TURFIX, LLC
- USGreentech LLC
- Wiedenmann North America, LLC
- ZeoFill

ONLINE SPECIFICATIONS

BUYERS' GUIDE AND MEMBER DIRECTORY - DISPLAY ADVERTISEMENT

Super Leaderboard

- 970 x 90 pixels
- JPG or GIF accepted
- Max file size 100 KB

Skyscraper

- 160 x 600 pixels
- JPG or GIF accepted
- Max file size 100 KB

Large Rectangle

- 300 x 250 pixels
- JPG or GIF accepted
- Max file size 100 KB

Product Showcase

- 175 x 120 pixels
- JPG or GIF accepted
- Max file size 100 KB
- Includes one graphic and one line of text

Premier Listing Video Upgrade

- Runtime: 5 Minutes Maximum
- AVI, MOV, MP4 accepted.
- 400 x 300 pixels

BUYERS' GUIDE AND MEMBER DIRECTORY - CONTENT MARKETING SPECS

Sponsored Content

PLACEMENT: The Sponsored Content article will be displayed on the home page of the MarketBASE for the initial month purchased, and will continue to live on the site indefinitely in the Blog's content feed, searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Images can be supplied as separate files.
- Article Headline: Up to 15 words
- Article Body: Up to 2,000 words
- Article should focus on products/services relevant to the industry of the online buyers' guide.
- One featured image can be included, as well as one company logo (size will scale down to fit website columns)
- Featured image will show full size on the article, but will appear in a thumbnail size on the main content feed.
- Multiple hyperlinks can be included.

CONTENT GUIDELINES:

- Content should be geared toward a relevant product/service topic within the buying and selling exchange. Content should identify an issue and/or solution that would benefit buyers and suppliers in the industry.
- Content should be independent of the particular advertiser, and the overall message and tone should not be promotional in nature.
- The Association reserves the right to review and edit any sponsored content as it deems necessary to meet the above requirements prior to publishing.

Native Advertising

PLACEMENT: The Native Advertising ad option will be placed within the main content feed of the MarketBASE site, where it will continue to live on the site indefinitely and be searchable by keyword.

SPECS:

- Content should be supplied in a Word document. Image can be supplied as a separate file.
- Article Headline: Up to 10 words
- Article Summary: Up to 50 words
- 1 call to action link
- 1 featured image (size will scale down to fit website columns)

CONTENT GUIDELINES:

- Native Advertising is a true-text based advertisement that is promotional in its messaging. This message can reference whitepapers, case studies, product releases, etc.
- Native Advertising is a typical ad in HTML form, and should not require Association review or approval prior to posting.