



Synthetic Turf
COUNCILSM



MEDIA KIT



Protect your turf! Reach our members who spend \$800 million annually.

2015 Buyers' Guide & Member Directory

FOR MORE INFORMATION, PLEASE CONTACT:

www.syntheticurfCouncil.org

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NAYLOR 
ASSOCIATION SOLUTIONS



STC Buyers' Guide & Member Directory

STC Advantage

- Our members represent nearly **100% of the major companies** in the synthetic turf industry.
- STC members spend approximately **\$800 million** on products and services each year.
- 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 STC's *Buyers' Guide & Member Directory*, including:

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

Connect with nearly 100% of the major companies in the synthetic turf industry. Contact your Naylor account executive today for more information!

*Source: nearly 100% came from the STC estimate of 90-98%.



STC Buyers' Guide & Member Directory

www.stc.officialbuyersguide.net

The *STC Buyers' Guide & Member Directory* is a user-friendly forum designed to bring suppliers and purchasers together. Available whenever you need it, *STC Buyers' Guide & Member Directory* makes it easy to locate products and professional services geared to the synthetic turf industry.

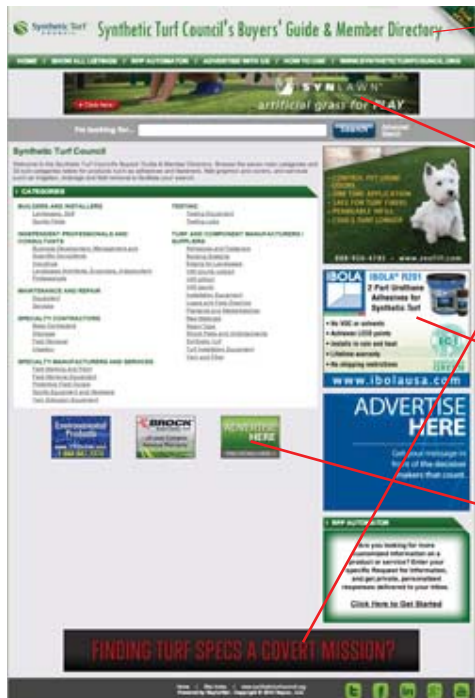
A Reference at Your Fingertips:

- Cross-promoted in other STC communication pieces
- Optimized to drive traffic from search engines and the STC home page
- Efficient browsing with fewer clicks
- Users can set it as their default search engine, bringing them to your listing
- Listing directs visitors to a landing page to learn more about your business
- Google™ integration returns richer results
- Consumers come to you when they are ready to buy
- Customized listing and enhanced content

STC Buyers' Guide & Member Directory Statistics:

- Average 4,314 Page Views/Month
 - Average 1,043 Visits/Month
 - Average Visit Duration: 3:27
- (August 2015 - August 2016)

The purchase of any STC Buyers' Guide & Member Directory display ad comes with a **COMPLIMENTARY Premier Listing** – a \$250 value!



Curtain Ad – EXCLUSIVE (Leaderboard: 954 x 75 pixels, Billboard: 954 x 300 pixels)
12 months | \$1,900 6 months | \$999

Showcase your ad at the top of every page with a call to action. Viewers can click and expand the ad to view your full message.

Leaderboard – RUN-OF-SITE POSITION
12 months | \$1,699 6 months | \$899

(8 available, 728 x 90 pixels)

Promote your company prominently on top and bottom of every page of the *STC Buyers' Guide & Member Directory*. These Run-of-Site positions are placed to draw instant attention!

Home Page Rectangle Banner | \$800

(3 available, 300 x 250 pixels)

The Home Page Rectangle Banners are placed and sized to catch attention and are located in the right column of the home page. There are three spaces with a maximum of two advertisers rotating per position.

Micro Banner – RUN-OF-SITE POSITION

12 months | \$1,299 6 months | \$699

(3 available, 120 x 90 pixels)

No matter what page of the *STC Buyers' Guide & Member Directory* visitors click on, your message will be prominently displayed in the same place, every time! Three banners (no ad rotation) appear both in the left column as well as centered at the bottom of every page on the site.

Super-Category Rectangle Banner | \$785

(300 x 250 pixels)

The Super-Category Rectangle appears in the category(ies) of your choice and on all related sub-category pages, ensuring your message impacts those in the market for your specific products and services. Exclusive per Super-Category. There are two spaces.



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.

Continued on next page...

STC Buyers' Guide & Member Directory

The purchase of any STC Buyers' Guide & Member Directory display ad comes with a COMPLIMENTARY Premier Listing – a \$250 value!

Premier Listing Package | \$250

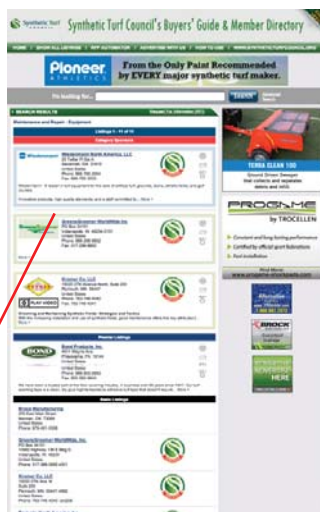
Premier Listings are designed to offer heightened visibility within *STC Buyers' Guide & Member Directory*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information, plus extended features below. Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

Premier Listing additional features:

- Full-color company logo
- Active website, social media links, email address and up to five contacts
- Extended company profile and products and services listing
- Full-color product image and description linked to your website
- Google map of your business location
- Google site search: to search your website from your Premier Listing
- Request for information: a contact form to reach a representative from your business



Maximize the impact of your Premier Listing with these upgrades



Guaranteed Position

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 on the home page of the *STC Buyers' Guide & Member Directory*, your company is the first that they see. Includes Premier Listing upgrade.

Category Sponsor #1 | \$350

Category Sponsor #2 | \$325

Category Sponsor #3 | \$300

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp



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

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

STC Buyers' Guide & Member Directory

Premier Listing Checklist

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. *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: .avi (Audio Video Interleave), .mov (Apple QuickTime Movie), .mp4 (MPEG-4 Video File), .mpg (MPEG Video File), .qt (Apple QuickTime Movie), .rm (Real Media File) and .wmv (Windows Media Video File). 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 & 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:

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

Maintenance and Repair:

- Equipment
- Services

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 \$50.00 each. No limit.

_____ **Additional Categories X \$50.00 = \$** _____

Initial: _____ **Date:** _____

STC Buyers' Guide & Member Directory

Premier Listing Package

Premier Listings are designed to offer heightened visibility within the *STC Buyers' Guide & Member Directory* by appearing in on top of all basic listings. Premier Listings will appear in the order in which they are reserved—first come, first listed.

Premier Listings include all basic contact information, extended company profile, product/service description with full-color image, additional contact information, Google™ Map It and Site Search and links to Facebook, Twitter and LinkedIn. Listings will be active for one year.

\$250

Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.

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

Guaranteed Position

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 on the home page of the *STC Buyers' Guide & Member Directory*, your company is the first that they see. *Includes Premier Listing upgrade.*

Category Sponsor #1 | \$350

Category Sponsor #2 | \$325

Category Sponsor #3 | \$300

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (SNT-00016) (Rates as of September 2015)

Please sign and return to:



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

STC Buyers' Guide & Member Directory

Branding Opportunities

To reserve your space in the *STC Buyers' Guide & Member Directory*, please select from the options below, then return this completed form to your Naylor account executive.

All ads will be posted for one year. Advertisers will receive campaign performance reports that detail ad impressions and click-throughs on an as-requested basis. Advertisers may change their artwork up to once a month at no additional charge.

All advertisers who purchase any display ad will receive a FREE premier listing.

- Curtain Ad** 12 months | \$1,900
- Curtain Ad** 6 months | \$999
- Leaderboard** 12 months | \$1,699
- Leaderboard** 6 months | \$899
- Micro Banner** 12 months | \$1,299
- Micro Banner** 6 months | \$699
- Home Page Rectangle Banner** | \$800
- Super-Category Rectangle Banner** | \$785

All advertisers will receive an invoice for the total amount, due upon activation.

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

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

Email: _____ Website: _____

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

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (SNT-00016) (Rates as of September 2015)

Please sign and return to:

