



Photo courtesy of Chatham Landscape Services

**TODAY'S
LEADERS
PLUS
TOMORROW'S
LEADERS**

**ALL IN
ONE
PLACE**



URBAN AG COUNCIL
GEORGIA

2022 Media Guide

About Georgia UAC

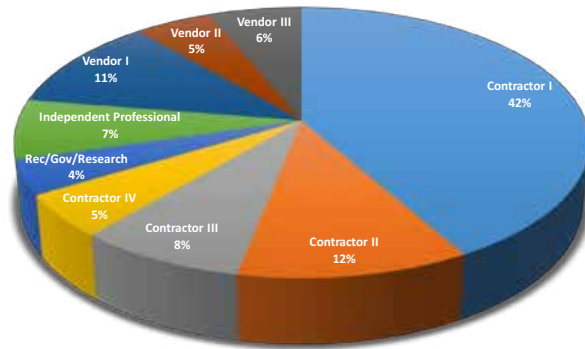
The Georgia Urban Ag Council is Georgia's premier green industry association for professionals involved in all sectors of the industry.

UAC is dedicated to advancing goals and sound policies that enhance and support an ethic of quality urban agriculture and sustainable landscaping in Georgia.

UAC represents one of the largest and most successful industries in Georgia, with more than \$10 billion in economic impact, 7,000 companies and over 100,000 jobs.

UAC serves its members by advocating for an environmentally and economically sustainable urban ag industry.

About our members



These professionals come together as Georgia UAC members because they are serious about growing their businesses and just as serious about strengthening their industry.

Services provided by our contractor members

- | | |
|--------------------------------------|---|
| Aeration/Overseeding/Hydroseeding | Landscape Lighting |
| Annuals/Perennials | Landscape Maintenance |
| Arbors/Pergolas | Lawn Care, Fertility, Chemical Services |
| Athletics/Sports Features | Mulch |
| Construction | Outdoor Rooms |
| Decks/Patios | Paths/Walkways |
| Drainage/Erosion/Sink Holes | Ponds/Creeks/Spas |
| Fire Pits/Fireplaces | Pruning |
| Fountains/Water Features | Rainwater Capture Solutions |
| Insect/Pest/Disease Control | Sod/Turf Installation and Maintenance |
| Installation (new + existing design) | Topdressing |
| Irrigation Installation and Repair | Tree and Shrub Care |
| Landscape Design and Renovation | Vegetable/Herb Gardens |

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How many ways can you save?

Details:

- > *UAC Magazine*
- > Member Marketplace
- > Lunch + Learn
- > Dinner meetings
- > SEED sponsorships
- > UAC Georgia Sod Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*
- > Landscape Pro University

Questions?

706.750.0350
kathy@georgiauac.com

Details:

- > *UAC Magazine*
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> **UAC Magazine** is a glossy color magazine published four times each year. The content-rich magazine is a favorite member benefit, making it an excellent advertising value.



Distribution

UAC Magazine is mailed to all current UAC business-level members as well as friends of the association in the media, education, and government. The current issue is available for viewing on the UAC website; past issues are archived for members to access online at any time. Ads are included in both print and online versions.

Editorial

Articles are written by academic and industry experts in four main categories:

- UAC News.....association updates and member news
- Business.....wide range of business topics for owners
- Industry.....legislative updates and issues
- Urban Ag.....horticulture information and research updates

Regular features:

- Save the datedetails about upcoming UAC events
- Have you met.....Q & A introduction to a UAC member
- A peek insideAn inside look at a UAC member company
- Pest 411.....ID and control information about a pest insect
- Me & my mentor.....Industry leaders answer questions
- Safety works.....info for business owners on a specific safety issue
- Health & benefitsupdates and reminders on timely topics
- What the tech?.....web and social media topics are demystified
- Marketplace newsUAC Magazine advertisers highlight new products/services

Details on page 6.

> **Member Marketplace** is our newest marketing opportunity, exclusively for UAC members from their fellow members. Monthly email blasts feature up to ten full-page ads designed to announce specific offers, discounts, and deals. Thumbnails of the ads appear in the emails and can then be clicked to view full size.



Details on page 7.

Advertising Sponsorship Exhibit

> **Lunch + Learn** sessions focus on current industry issues, targeted at business owners and managers. These events are open to both members and visitors. Sponsors are given the opportunity to speak directly to the group or provide a short video, provide products and/or information for participants, and have their logo included on all event promotions. Available to current business-level UAC members only.

Details on page 7.



> **Dinner meetings** are well attended by business owners and decision-makers for the business-related topics and the quality time with other members. Dinners are held primarily in the Atlanta metro area. Sponsorships range from dinner sponsors and co-sponsors, which include presentation time in front of the group, to networking table sponsors during the networking part of the evening. Available to current business-level UAC members only.

Details on page 8.



> **SEED - support, energize, enable, and develop** - sponsorships are an opportunity for UAC members to support the organization and the industry at a level beyond their annual membership investment. Annual sponsorships are divided into four levels, each with their own benefits and levels of visibility.

Details on page 9.



> **UAC Georgia Sod Producers Field Day** is held in odd-numbered years at a Georgia sod farm. The event attracts sod and turf producers and their customers alike for industry updates and equipment demos. The event program is distributed to all who attend.

Details on page 10.



> **University of Georgia Turfgrass Research Field Day** is hosted at the Griffin campus in even-numbered years, offering the results of the latest turfgrass research and highlighting the newest turfgrass releases. The event program is distributed to all who attend.

Details on page 11.



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> The **UAC Sporting Clays Tournament**, held at a private club, is one of UAC's most popular events. Individuals and teams spend the morning outdoors on the course, then gather in the clubhouse for a BBQ lunch and to find out who won the competition. A variety of sponsorships offer visibility for signage and gear. Available to current business-level UAC members only.

Details on page 12.



> **Turfgrass Pest Control Recommendations for Professionals** contains research and data from the University of Georgia's Turf Team and serves as a year-round resource for turfgrass professionals. This handbook is distributed to UAC members, UGA extension offices, and also is available for purchase online.

Details on page 13.



> Held annually in January, **Landscape Pro University** brings together academic and industry experts for a full day of quality education. The educational program presents topics and continuing education credits to benefit professionals across the industry. The full-color show directory will be distributed to all attendees, exhibitors, and speakers.

Details on page 14.



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▶ How many ways can you save?

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How many ways can you save?

There are many options and opportunities for you to reach UAC members, with varying discounts and bonuses available, depending on the publication and event.

Members save even more!

UAC business-level members receive discounts on advertising and discounts along with preferred placement on event exhibit space. Some opportunities and bonuses are available only to UAC members.

So, do the math: get a better deal and support your industry, all at the same time.

For membership details, visit urbanagcouncil.com or call 706.750.0350.

Questions?

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Ad size	Camera-ready art sizes
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Full page (*covers subject to availability*)

• Outside back cover (OBC)	7.5 in. x 10 in. (portrait only)
• Inside front cover (IFC)	7.5 in. x 10 in. (portrait only)
• Inside back cover (IBC)	7.5 in. x 10 in. (portrait only)
• Interior of magazine (FPI)	7.5 in. x 10 in. (portrait only)
1/2 page	7.5 in. x 5 in. (landscape only)
1/4 page	3.75 in. x 5 in. (portrait only)

Frequency discount for current business-level UAC members

- 10% discount for four-issue commitment of full- and half-page ads in 12-month period.

Inserts

Preprinted inserts may be included with each magazine. Inserts for each issue must be shipped directly to the printer by the “art due” date below. Please contact us for the shipping address and rates on multi-page inserts.

Bonuses for advertisers

- Each issue will have a directory with the advertiser, their website, and the page where their ad can be found.
- UAC vendor members who make a four-issue commitment with a full-page ad may submit a press release (500 words or less) for a new product or service (released in the preceding nine months) for our Marketplace News feature at no additional cost. Contact us for submission instructions.

Publication schedule *Submit artwork by art due date to Kathy Johnson via email: kathy@georgiauac.com*

- | | | | |
|------------------------------|----------------------------|-----------------------------|--------------------------|
| • Winter (Jan/Feb/Mar) | art due November 10 | • Summer (Jul/Aug/Sep)..... | art due May 10 |
| • Spring (Apr/May/Jun)..... | art due February 10 | • Fall (Oct/Nov/Dec)..... | art due August 10 |

Specifications

- Resolution: 300 dpi | Mode: CMYK or Grayscale only (no RGB or index color) | File format: jpg, png, pdf | No crops/bleeds

All ad copy and artwork is included at the discretion of the UAC Board and Executive Director and may be edited or refused.

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For current pricing:
urbanagcouncil.com/member-marketplace

Reinforce your marketing message in our monthly Member Marketplace electronic bulletin boards.
Available to current UAC business-level members only

Digital format

- Emails are distributed to current UAC members (approximatively 1,200) around the 5th of each month.
- Maximum of ten ads will be included per month; ads will be placed in the emails in the order received.

Specifications

- Submit your 8.5” x 11” flyer as a pdf document via email to kathy@georgiauac.com.
- Flyer must contain a specific promotional offer geared toward Georgia UAC members.
- NOTE: people will be reading this ad on their smartphones, so keep the content simple and legible.

Deadlines

Artwork must be received no later than the 1st of the month to be included in that month’s email.



For upcoming events and pricing:
urbanagcouncil.com/uac-lunch-learn

Lunch + Learn sessions focus on current industry issues, targeted at business owners and managers. These events are open to both members and visitors.

Sponsorships available to current UAC business-level members only

Sponsorship level	Number of sponsors per meeting
Event Sponsor*	Maximum of two companies
<ul style="list-style-type: none"> • Sponsor will provide company logo which will be included in UAC’s promotion of the event. • Sponsor will speak for a maximum of three minutes during the event or provide short video for online presentations. • Products/promotional items may be displayed in the room and/or included on the tables for participants. 	

* UAC reserves the right to schedule sponsors so their products/services are not in competition. Sponsorships must be pre-paid.

Sponsorship availability can change quickly. Please call 706.750.0350 to discuss the current options.

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For upcoming events and pricing:
urbanagcouncil.com/uac-dinner-sponsorships

Dinner meetings are well attended by business owners and decision-makers for the business-related topics and the quality time with other members. Dinners are held primarily in the Atlanta metro area.

Sponsorships available to current UAC business-level members only

Sponsorship level	Number of sponsors per meeting
Exclusive Dinner Sponsor*	One company only
<ul style="list-style-type: none"> Sponsor will provide company logo, contact information, and selling points; UAC will create slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes). UAC will provide handouts of slide presentation for all members in attendance. Sponsor will speak for a maximum of ten minutes during the dinner meeting; slides will loop in background. Product/promotional items may be displayed in the dining room and/or on dining tabletops. Listing of sponsorship will be included on UAC website and event registration forms. 	
Dinner Co-Sponsor*	Two companies only
<ul style="list-style-type: none"> Each sponsor will provide company logo, contact information, and selling points; UAC will create slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes). UAC will provide handouts of slide presentation for all members in attendance. Each sponsor will speak for a maximum of five minutes during the dinner meeting; slides will loop in background. Product/promotional items may be displayed in the dining room and/or on dining tabletops. Listing of sponsorship will be included on UAC website and event registration forms. 	
Networking Table Sponsor*	Four companies maximum
<ul style="list-style-type: none"> Sponsors will display their product/service/promotional items on a table in the bar area prior to the dinner meeting (5:30-6:30 p.m.), and use this casual social time to share their product with members. Sponsor will provide company logo to be included in dinner slide presentation and handouts. Promotional items for networking table sponsors are permitted only in the bar area, not on dining room tables. Listing of sponsorship will be included on UAC website and event registration forms. 	

* UAC reserves the right to schedule sponsors so their products/services are not in competition. Sponsorships must be pre-paid.

Sponsorship availability can change quickly. Please call 706.750.0350 to discuss the current options.

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For pricing and to sign up:

urbanagcouncil.com/seed-sponsorship-opportunities

SEED sponsorships help fund initiatives such as workforce development programs. This an annual sponsorship, in addition to your membership investment, begins on the contribution date.

Sponsorships available to current UAC business-level members only

Sponsorship levels and benefits

DIAMOND

Company logo will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Magazine* and other printed materials and on banners/signage at UAC-sponsored events. In addition: your choice of one full-page color interior ad in *UAC Magazine* (your choice of issue) OR one “A Peek Inside” feature article about your company in *UAC Magazine*.

PLATINUM

Company logo will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Magazine* and other printed materials and on banners/signage at UAC-sponsored events. In addition: one half-page color interior ad in *UAC Magazine* (your choice of issue).

GOLD

Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Magazine* and other printed materials and on banners/signage at UAC-sponsored events. In addition: one quarter-page color interior ad in *UAC Magazine* (your choice of issue).

SILVER

Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Magazine* and other printed materials and on banners/signage at UAC-sponsored events.

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Sponsorship availability can change quickly. Please call 706.750.0350 to discuss the current options.



For pricing and to register:

urbanagcouncil.com/uac-georgia-sod-turf-producers-field-day

This event attracts sod and turf producers and their customers alike for industry updates and equipment demos.

- Held in odd-numbered years at a Georgia sod farm, rain or shine.
- Tabletop displays, exhibit booths, demonstrations, and sponsorships are available.
- Company logo and contact info included in the program (subject to deadline).
- Tuesday night reception for attendees and exhibitors.

Next event: November 2023 (exact date to be advised)

Exhibit opportunities

- Each display space and booth includes one table, two chairs, and lunch for two exhibitors.
- This is an outdoor event; tents are recommended, electricity is not available.

Tabletop display space (no room for equipment): 10'x10'

Exhibit booth (room for equipment display): 20'x30'

Demonstrate equipment (must also rent booth)

Sponsorship opportunities

- Company logo on signage, in directory and included in all event promotions
- Promotional items may be displayed in the room and/or on the tabletops

Reception sponsor

- Includes three minutes to speak to the group at the reception

Breakfast sponsor (maximum of two companies)

- Includes three minutes to speak to the group at the morning session

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**UNIVERSITY OF
GEORGIA**

UGA TURFGRASS RESEARCH FIELD DAY

University of Georgia Turfgrass Research Field Day is hosted at the Griffin campus, offering the results of the latest turfgrass research and highlighting the newest turfgrass releases.

For pricing and to register:

urbanagcouncil.com/uga-turfgrass-field-day

- Held at the UGA campus in Griffin, GA in even-numbered years.
- Exhibit booths and display advertising are available.
- Each booth will have one 6-foot table and two chairs.
- Exhibit space is outdoors; electricity is not available.
- Lunch and registration for two representatives are included with each booth rental.
- Company listing in the program (subject to deadline).
- List of attendees/contact info after the event.
- Average number of attendees: 800

Next event: August 3, 2022

Exhibit opportunities

- Exhibit booth: 10' x 10'
- Double exhibit booth: 20' x 20'

Program advertising

All Field Day exhibitors receive a complimentary listing in the program (*if registered by June 15*), which is distributed to all who attend. For display advertising, please complete this section. **Ads must be received no later than June 15.**

Ad size	Camera-ready sizes
Full page (black/white)	7.5 in. x 10 in. (portrait only)
1/2 page (black/white)	7.5 in. x 5 in. (landscape only)
1/4 page (black/white)	3.75 in. x 5 in. (portrait only)

Specifications

- Resolution: 300 dpi
- Mode: CMYK (for cover ads) or Grayscale (for interior ads)
- File format: jpg, png or pdf
- No bleeds

All ad copy and artwork is at the discretion of the UAC Board and Executive Director and may be edited or refused.

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For pricing and to register:

urbanagcouncil.com/uac-sporting-clays-tournament

UAC SPORTING CLAYS TOURNAMENT

Held at a private club, this is one of UAC's most popular events. Individuals and teams spend the morning outdoors on the course, then gather in the clubhouse for a BBQ lunch and to find out who won the competition.

Sponsorships available to current UAC business-level members only

Next event: October 27, 2022

Sponsorship levels and benefits

Ball Cap Sponsor (1 available)

- One 4-player sporting clay shooting team
- Company logo on welcome banner and ball cap

Shell Bag Sponsor (1 available)

- One 4-player sporting clay shooting team
- Company logo on welcome banner and shell bag

Tent Sponsor (2 available)

- One 4-player sporting clay shooting team
- Company logo on welcome banner and tent banner

Lunch Sponsor (8 available)

- One individual sporting clay shooting registration *OR* product/equipment exhibition
- One lunch
- Company logo on welcome banner and lunch sign

Station Sponsor

- Company logo on one station sponsor sign
- Company name on welcome banner
- *Shooter registration and lunch are not included*

* UAC reserves the right to schedule sponsors so their products/services are not in competition. Sponsorships must be pre-paid.

Sponsorship availability can change quickly. Please call 706.750.0350 to discuss the current options.

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For pricing and printing schedule:

urbanagcouncil.com/turfgrass-pest-control-handbook-advertising

TURFGRASS PEST CONTROL RECOMMENDATIONS FOR PROFESSIONALS

This 100+ page book contains research and data from the University of Georgia's Turf Team and serves as a year-round resource for turfgrass professionals.

- Covers printed in color
- Interior of book printed in black & white only
- Distributed to UAC members, UGA extension offices, and also is available for purchase online

PLEASE NOTE: This publication is printed in a horizontal (landscape) not vertical (portrait) format.

Ad size	Camera-ready sizes
Full page <i>(covers subject to availability)</i>	
• Inside front cover (full color)	7.5 in x 10 in. (landscape only)
• Inside back cover (full color)	7.5 in x 10 in. (landscape only)
• Outside back cover (full color)	10 in x 6.5 in (landscape only)
• Interior (black/white)	7.5 in x 10 in. (landscape only)
1/2 page interior (black/white)	10 in. x 3.5 in. (landscape only)

Specifications

- Resolution: 300 dpi
- Mode: CMYK (for cover ads) or Grayscale (for interior ads)
- File format: jpg, png or pdf
- No bleeds

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January 26, 2022

For updates and pricing:

urbanagcouncil.com/landscape-pro-university

Powered by



- Landscape Pro University offers a variety of opportunities to sponsor, exhibit, and advertise. Georgia UAC members receive additional discounts AND premium booth and ad placement! Calculate the savings: ***a small annual investment as a business-level UAC member not only saves you cash, but assists UAC in advocating, educating, and promoting our industry.***
- Held annually in January, LPU brings together academic and industry experts for a full day of quality education and trade show exhibits.
- The trade show is open to all suppliers and vendors who sell their products and services to Georgia's landscape, turf and horticulture customers.

Exhibit opportunities

Virtual exhibit booths will be available for the 2022 LPU. Please check website for updates.

Sponsorship opportunities

A variety of sponsorship opportunities will be available for the 2022 LPU. Please check website for updates.

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Sponsorship availability can change quickly. Please call 706.750.0350 to discuss the current options.

For updates and pricing:

urbanagcouncil.com/landscape-pro-university

Landscape Pro University Event Directory Advertising

- This full-color directory will be distributed electronically to all show attendees, exhibitors, and speakers. Place your company's ad in this publication and get noticed by this expanded audience.

Ad size	Camera-ready art sizes
Full page (<i>covers subject to availability</i>)	
• Inside front cover	7.5 in. x 10 in. (portrait only)
• Inside back cover	7.5 in. x 10 in. (portrait only)
• Interior of directory	7.5 in. x 10 in. (portrait only)
1/2 page	7.5 in. x 5 in. (landscape only)
1/4 page	3.75 in. x 5 in. (portrait only)

Specifications

- Resolution: 300 dpi
- Mode: CMYK (no RGB or index color)
- File format: jpg, png or pdf
- No crops/bleeds

Submit artwork to Kathy Johnson via email: kathy@georgiauac.com

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Updated 11/9/21