



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

**ALL IN
ONE
PLACE**



URBAN AG COUNCIL
GEORGIA

2027 Media Guide

Photo courtesy of Golden Sea Outdoors

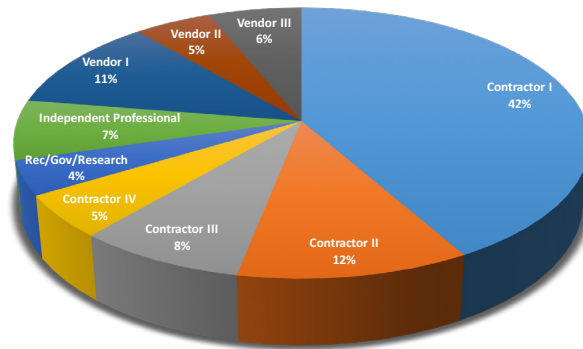
About Georgia UAC

The Georgia Urban Ag Council (UAC) is the unifying voice of Georgia's landscape, turfgrass, and horticulture industry (urban agriculture), empowering professionalism through leadership, advocacy and education.

UAC fuels the growth of the industry by strengthening professional standards, delivering high-quality education, providing impactful advocacy, and cultivating the next-generation workforce.

UAC represents one of the largest and most successful industries in Georgia, with more than \$12 billion in economic impact, 8,000 companies and over 100,000 jobs.

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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Opportunities

How many ways can you save?

Details:

- > SEED sponsorships
- > *UAC Industry Insights*
- > *UAC Digital Magazine*
- > Webinars/Lunch + Learn
- > Dinner meetings and social gatherings
- > GALA Landscape Awards
- > Landscape Pro University & Expo
- > Landscape Pro University & Expo - Coastal
- > UAC Georgia Sod Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*

Questions?

706.750.0350
office@georgiauac.com

- > **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 6.

- > **UAC Industry Insights** is a full-color print magazine, published twice annually and distributed to UAC members. The content includes research and survey results, legislative reports, directories and articles from industry leaders. This publication is designed to be used as a reference and resource. *Available to current business-level UAC members only.*



Details on page 7.

- > **UAC Digital Magazine** is a bimonthly digital magazine accessible by the public via a magazine-specific website. The content-rich magazine contains timely updates and information for the industry. *Available to current business-level UAC members only.*



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

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 mentorIndustry 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 technology topics are demystified

Details on page 8.

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	Advertising	Sponsorship	Exhibit
> Webinars and Lunch + Learn sessions focus on current industry issues, targeted at business owners and managers. These events are conducted in person and online and are open to both UAC members and non-members. 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. <i>Available to current business-level UAC members only.</i> <i>Details on page 8.</i>		✓	
> Dinner meetings and social gatherings, well attended by business owners and decision-makers, include business-related topics and quality time with other members and are held primarily in the Atlanta metro area. Sponsorships range from sponsors and co-sponsors to networking table sponsors. <i>Available to current business-level UAC members only.</i> <i>Details on page 9.</i>		✓	
> GALA: Georgia Landscape Awards celebrate landscape projects submitted by UAC members, judged by a panel of regional industry experts and presented at an awards banquet. Sponsor names/logos and website links are included in the awards section of the UAC website; names/logos also appear in all promotional and printed materials for the event. <i>Available to current business-level UAC members only.</i> <i>Details on page 10.</i>	✓	✓	
> Landscape Pro University is held in Atlanta; Landscape Pro University - Coastal is held in Savannah. A variety of exhibit and sponsorship options allow companies to choose their level of involvement. The trade show is open to all suppliers and vendors who sell their products and services to Georgia's landscape, turfgrass and horticulture customers. <i>Details on pages 11-12.</i>		✓	✓
> UAC Georgia Sod Producer 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. <i>Details on page 13.</i>		✓	✓

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	Advertising	Sponsorship	Exhibit
> 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. <i>Details on page 14.</i>	✓		✓
> The UAC Sporting Clays Tournament, held at Blalock Lakes Sporting Club in October, is one of UAC's most popular events. Individuals and teams spend the morning outdoors on the course, then gather in the lodge for a BBQ lunch and to find out who won the competition. A variety of sponsorships offer visibility for signage and gear. <i>Available to current business-level UAC members only.</i> <i>Details on page 15.</i>		✓	
> 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. <i>Details on page 16.</i>	✓		

Additional events are added to our calendar on an ongoing basis.

Please visit urbanagcouncil.com/uac-industry-events to view a list of current events and sign up.

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.

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For pricing and to sign up:

urbanagcouncil.com/seed-sponsorships/#!form/SEED

Available to current UAC business-level members only

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

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 Industry Insights* and other printed materials. In addition: “A Peek Inside” feature article about your company in *UAC Magazine* (digital).

PLATINUM

Company logo will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Industry Insights* and other printed materials.

GOLD

Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Industry Insights* and other printed materials.

SILVER

Company name will appear on “SEED Sponsor” graphic on the UAC website, in all e-news blasts, legislative reports, *UAC Industry Insights* and other printed materials.

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

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

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For current pricing and ad contract:

urbanagcouncil.com/uac-industry-insights

Available to current UAC business-level members only

UAC Industry Insights is a full-color print magazine, published twice annually and distributed to UAC members. The content includes research and survey results, legislative reports, directories and articles. This publication is designed to be used as a reference and resource.

Ad size	Camera-ready art sizes
Full page (<i>covers subject to availability</i>)	
• 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)
Half page	7.5 in. x 5 in. (landscape only)

Inserts

Preprinted inserts may be included with each issue. Inserts 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.

Publication schedule

- Spring/Summer (published early June): **art due April 1**
- Fall/Winter (published early December): **art due October 1**

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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UAC Digital Magazine is a monthly digital magazine accessible by the public via our website. The content-rich magazine contains timely updates and information for the landscape, turfgrass and horticulture industry.

Ad tier	Ad size	Placement
Gold	Leaderboard: 728 x 90 px Large Inline Rectangle: 336 x 280 px	Top of article page Within article content
Silver	Leaderboard: 728 x 90 px	Top of article page
Bronze	Large Inline Rectangle: 336 x 280 px	Within article content

- All ads are static only
- Artwork is due the 15th of the month preceeding publication (i.e.; December 15 for January issue)

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



For upcoming events and pricing:

urbanagcouncil.com/lunch-learn

Available to current UAC business-level members only

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

Sponsorship level	Number of sponsors per meeting
Event Sponsor	Maximum of two companies

- 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.

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

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

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For upcoming events and pricing:

urbanagcouncil.com/uac-dinner-sponsorships

Available to current UAC business-level members only

Dinner meetings and social gatherings are well attended by business owners and decision-makers and include business-related topics and quality time with other members. These events are held primarily in the Atlanta metro area.

Sponsorship level

Number of sponsors per meeting

Exclusive Dinner Sponsor*

One company only

- Sponsor will provide company logo, contact information, and selling points; sponsor may provide a slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes).
- 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 all promotions for the event.

Dinner Co-Sponsor*

Two companies only

- Each sponsor will provide company logo, contact information, and selling points; sponsor may provide a slide presentation to run during the opening segments of the dinner meeting (approximately 20-30 minutes).
- Each sponsor will speak for a **maximum of three 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 all promotions for the event.

Networking Table Sponsor*

Four companies maximum

- Sponsors will display their product/service/promotional items on a table in the bar area prior to the dinner meeting and use this casual social time to share their product with members.
- 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 all promotions for the event.

Social gathering sponsorships vary by the event and the venue. Please visit urbanagcouncil.com/uac-industry-events for a list of current events and sponsorship opportunities.

* 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 updates, pricing and to register:

urbanagcouncil.com/gala-georgia-landscape-awards

Available to current UAC business-level members only

Next awards banquet: March 23, 2027

GALA: Georgia Landscape Awards celebrate landscape projects submitted by UAC members, judged by a panel of regional industry experts and presented at an awards banquet. Sponsor names/logos and website links are included in the awards section of the UAC website; names/logos also appear in all promotional and printed materials for the event.

All eyes will be on the GALA winners and their projects...and the companies who helped make GALA possible.

Sponsorship level

Diamond

- Includes four dinner registrations
- Company representative may speak for 5 minutes at event
- Company may set up table at event
- Company logo on all signage, program and promotions for the event

Gold

- Includes two dinner registrations
- Company representative may speak for 3 minutes at event
- Company may set up table at event
- Company logo on all signage, program and promotions for the event

Silver

- Includes one dinner registration
- Company may set up table at event
- Company logo on all signage, program and promotions for the event

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For updates, pricing and to register:

urbanagcouncil.com/landscape-pro-university

LANDSCAPE PRO UNIVERSITY & EXPO

LPU features a full-day of educational sessions targeted to landscape, turfgrass and horticulture professionals, plus a supplier EXPO with dedicated trade show hours, offering ample networking opportunities for you to connect with contractors while showcasing your latest products and services, innovations, and insights.

January 27, 2027 | Cobb Convention Center | Atlanta GA

Exhibitor and sponsorship packages

UAC members receive booth and sponsorship discounts.

Single Booth Package*

- Single booth space 10'x10' (1 tables, 2 chairs) with two company representatives

Double Booth Package*

- Double booth space 10'x20' (2 tables, 4 chairs) with four company representatives

Silver Sponsor

- One 10'x10' trade show booth
- Company logo placement on trade show signage and all marketing materials
- On inline rectangle digital ad in the online *Georgia Urban Ag Council Magazine*

Gold Sponsor

- One 20'x10' trade show booth
- Premium company logo placement on trade show signage and all marketing materials
- One leaderboard digital ad in the online *Georgia Urban Ag Council Magazine*

Breakfast Sponsor

- One 20'x10' trade show booth
- Company logo in all marketing materials, signage in break area
- One leaderboard digital ad in the online *Georgia Urban Ag Council Magazine*

Lunch Sponsor

- One 20'x10' trade show booth
- Company logo in all marketing materials, signage in lunch/tradeshow area
- One leaderboard digital ad in the online *Georgia Urban Ag Council Magazine*

* 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 updates, pricing and to register:

urbanagcouncil.com/landscape-pro-university-coastal

LANDSCAPE PRO UNIVERSITY & EXPO - COASTAL

A full day of education for landscape, turfgrass and horticulture professionals on the coast, including continuing education credits and quality time with vendors.

Next event: Late 2026 (exact date to be advised) | Savannah GA

Sponsorship packages

UAC members receive booth and sponsorship discounts.

Sponsorship benefits include:

- Company name or logo included on event promo materials
- Listing in event program (subject to deadline)
- Display your products and materials all day
- Attendee contact info provided after the event
- Registration includes breakfast and lunch

Table Sponsor (limited to 10)

- One 6' table, company name on event promo materials and banner

Breakfast Sponsor

- One 6' table, company logo on event promo materials and banner

Lunch Sponsor

- One 6' table
- Five minutes to speak to group during lunch hour
- Company logo on event promo materials and banner

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

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For updates, pricing and to register:
urbanagcouncil.com/sod-producers-field-day

UAC GEORGIA SOD PRODUCER FIELD DAY

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

Next event: 2027 (exact date to be advised)

- 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).
- Reception held the night before the field day for attendees and exhibitors.

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

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

Lunch Sponsor

- Includes three minutes to speak to the group during lunch

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**UNIVERSITY OF
GEORGIA**

For updates, pricing and to register:
urbanagcouncil.com/turfgrass-research-field-day

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.

Next event: TBD

- 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

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 (subject to deadline), which is distributed to all who attend.

Ad size	Camera-ready sizes
Full page (black/white)	7.5 in. x 10 in. (portrait only)
Half page (black/white)	7.5 in. x 5 in. (landscape only)
Quarter 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 updates, pricing and to register:

urbanagcouncil.com/sporting-clays-tournament

Available to current UAC business-level members only

UAC SPORTING CLAYS TOURNAMENT

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

Next event: October 2026 (exact date to be advised) | Newnan GA

Sponsorship levels and benefits

Ball Cap Sponsor

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

Cooler Bag Sponsor

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

Water Bottle Sponsor

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

Breakfast Sponsor

- One breakfast
- Company logo on welcome banner and breakfast sign

Lunch Sponsor

- 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.

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Opportunities

How many ways can you save?

Details:

- > SEED sponsorships
- > *UAC Industry Insights*
- > *UAC Digital Magazine*
- > Webinars/Lunch + Learn
- > Dinner meetings and social gatherings
- > GALA Landscape Awards
- > Landscape Pro University & Expo
- > Landscape Pro University & Expo - Coastal
- > UAC Georgia Sod Producers Field Day
- > UGA Turfgrass Research Field Day
- > UAC Sporting Clays Tournament
- > *Turfgrass Pest Control Recommendations for Professionals*

Questions?

706.750.0350

office@georgiauac.com



For updates and printing schedule:

urbanagcouncil.com/uga-pest-handbook/#!form/PestHandbook

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.

- Printed every two years. Next printing: 2028
- 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)
Half 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

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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