



The Florida Green

Your entry to the Florida Golf Course Market...

The *Florida Green* is a trade publication for the golf course maintenance industry in Florida. It is owned by the Florida Golf Course Superintendents Association (FGCSA), an 1,100-member association of professional agronomists who manage and maintain golf courses in Florida.

The FGCSA Publications Committee sets all editorial and business policies. The editor is a retired certified golf course superintendent who selects the editorial content.

2,000 buyers of golf course maintenance and construction supplies, services and equipment in Florida...

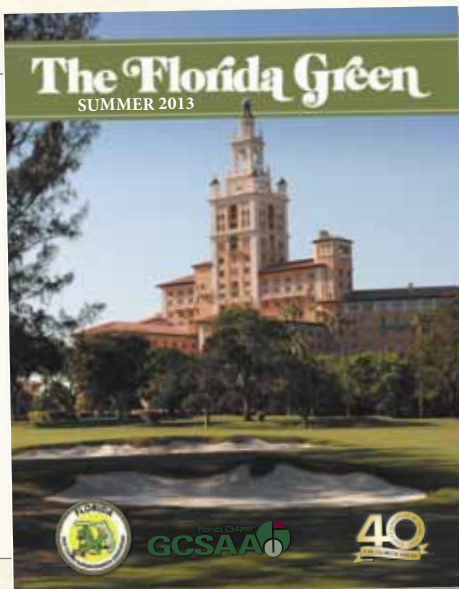
The Florida Green is read by nearly every person who influences the lease or purchase of golf course maintenance and construction supplies, services and equipment in Florida - superintendents, general managers, greens chairmen, architects and builders.

\$1,700 open rate for full-color page...

That's the most expensive rate. The Open Rate for a black and white full page is only \$890. Inserts and advertorials are accepted. Press releases and new product releases are considered advertorials. Frequency discounts can be earned with three or more insertions in a 12-month period. See the Rate Sheet for details and terms.

Relevant, readable and reliable...

The Florida Green has been recognized "Best Overall" by the Golf Course Superintendents Association of America. Judges consistently have cited the publication for its relevance, readability and reliability. A description of the content and the editorial calendar are included in this media kit.



FLORIDA GREEN PRODUCTION SCHEDULE

Issue	Contract Closing	Materials Closing	Mail Date
Fall 2013	Sept. 13, 2013	Sept. 24, 2013	Oct. 25, 2013
Winter 2014	Dec. 9, 2013	Dec. 19, 2013	Jan. 25, 2014
Spring 2014	March 13, 2014	March 25, 2014	April 25, 2014
Summer 2014	June 12, 2014	June 24, 2014	July 25, 2014
Fall 2014	Sept. 15, 2014	Sept. 26, 2014	Oct. 25, 2014



BREAKING INTO THE FLORIDA GOLF COURSE MARKET

New to the golf maintenance market?

Have a bona fide product preferably backed by independent university research, (applies to chemicals, fertilizers, etc).
The closer to point of sale the better. (University of Florida for example so that research environment would be compatible).

Establishing personal relationships is the key

- Will you be distributing through existing suppliers or your own network of sales personnel?
- Whoever calls on superintendents, should make an appointment first. Drop-ins could come during an emergency or course closed (for special maintenance or special event) day.

Local chapters

See contacts for chapters on www.floridagcsa.com and chapter websites under Links tab.

There are 11 organized chapters in Florida – alphabetically with generalized region.

- **Calusa** – North Lee County, Charlotte County, Hendry, Desoto
- **Central Florida** – Metropolitan Orlando area and including Orange, Seminole, Osceola, Brevard, Volusia counties primarily. Parts of Lake, Indian River counties
- **Everglades** – Collier and Lee Counties and interior counties eastward.
- **North Florida** – Jacksonville/Duval, St. Johns, Putnam and points west and southwest
- **Ridge** – Polk County and US 27 Central Florida Ridge, north and south from Clermont to Lake Placid
- **Palm Beach** – Palm Beach County and Southern Martin and North Broward Counties
- **Seven Rivers** – Citrus, Pasco, Marion, Lake, Sumpter, Alachua from Crystal River, Brooksville to Gainesville and Ocala
- **South Florida** – Miami/Dade, Broward, the Keys
- **Suncoast** – Bradenton - Sarasota, Venice, Placida (Sarasota, Manatee, Hardee counties)
- **Treasure Coast** – Melbourne south to Stuart with Vero Beach the hub
- **West Coast** – Tampa Bay area, Hillsborough, Pinellas, Pasco counties.

Note: The courses in the panhandle from Panama City to Pensacola belong to the Gulf Coast Chapter. Some are also At Large members of the FGCSA. They are more closely affiliated with the Alabama GCSA than the Florida GCSA for geographic reasons. Their association manager Tricia Roberts, also serves the Alabama Turfgras Association.

More on Chapters

- Chapter events – most every chapter has a major annual fund raising tournament.
- All chapters monthly – bi-monthly meetings with one hour educational sessions. Some supplier presentations allowed. Should be generic and scientific in nature and not just a sales pitch. Other suppliers will be present. Some chapters have superintendent/vendor tournaments and/or appreciation days/meetings and some set up product and equipment displays on the practice range for a mini-trade show.
- Some months are business meetings and golf only or evening dinner meetings.

Advertising Opportunities

- Statewide to all golf courses – The Florida Green magazine and website: www.floridagcsa.com
- Florida GCSA Directory – advertisers receive the current member directory.
- Sponsorships of events: Florida GCSA Reception at GCSAA (Golf Industry Show each year), local chapter events.
- FGCSA Industry Partners Program (Includes choices in all of the above for one price)