

Marketing Power

GROUNDS-DEK is the cornerstone of a multi-media marketing program targeting grounds professionals across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at www.GROUNDS-DEK.com.

You can reach the broad spectrum of grounds professionals easily & cost-effectively with this one stop shopping resource for less than 2.8 cents per contact. Or, you can narrow your reach through our two distinct editions.

- The Parks, Rec. & School Edition is mailed to 100,000 buyers at parks, schools & rec. establishments four times annually.
- The Landscape Edition is mailed to 50,000 landscape professionals in March and September.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Jan	Dec 12	Mid-January
Mar/Apr	Feb 20	Late-March
Jun	May 1	Early-June
Sep (Pre GIE/Pre NRPA)	Aug 7	Mid-September

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

PARK, REC & SCHOOLS EDITION Audience Profile (All four issues)

Colleges, Universities, Schools & Districts	40,722
Parks, Municipal Park & Rec Offices	18,598
Resorts/Hotels/Motels	13,031
Golf Courses/Country Clubs	11,586
Camps, Campgrounds & RV Parks	7,378
Churches & Cemeteries	5,271
Public Works, Airports & Other Govt	1,376
Amusement Parks, Ski Lodges & Other Rec	1,068
Swimming Pools/Beach Clubs/Water Parks	970
Total	100,000

7 PT UNCOATED STOCK 4-Color/B&W without bleeds

Full Circulation	150,000	CPM
Standard Per Mailing	\$4,190	\$27.93
Jumbo Per Mailing	\$5,390	\$35.93
Park, Rec & Schools Edition	100,000	
Standard Per Mailing	\$3,190	\$31.90
Jumbo Per Mailing	\$4,290	\$42.90
Landscape Edition	50,000	
Standard Per Mailing	\$2,190	\$43.80
Jumbo Per Mailing	\$3,190	\$63.80

LANDSCAPE EDITION Audience Profile (Mar, Sep)

Landscape Contractors	45,285
Major Lawn & Garden Services (>\$2mill)	4,046
Landscape Architect Responders	564
Dealers & Distributors	105
Total	50,000

Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 5/8"

**Mini-Catalogs as low as 15 cents
each for a single issue**

Add a campaign to 29,000 grounds management buyers at a discounted multi-media rate.

Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

*Looking to replace trade shows with a more cost-effective campaign to the market?
 We have a solution for you.*

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Solo Email Campaign to 29,000+ buyers (must have qualifying offer)	\$2500
Solo Email Campaign Subject Line A/B Split.....	\$200
Card in GROUNDS eDEK to 29,000 + buyers	\$500
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover (50,000 contacts/100,000 contacts/150,000 contacts)	\$495/695/895
Logo on Cover	\$95/195/295
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program	\$150
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150