

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.GreatValueZone.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.

2010 Publishing Schedule

Issue	Closing Date	Mailing Date
January	December 18 th	Mid-January
March/April	February 19 th	Late-March
May/June	April 23 rd	Late-May
September (Pre GIE/Pre NRPA)	August 13 th	Mid-September

PARK, REC & SCHOOLS EDITION Audience Profile

Colleges, Universities, Schools & Districts	43,075
Parks & Municipal Park & Rec Offices	19,172
Resorts, Hotels & Motels	12,380
Golf Courses/Country Clubs	11,562
Camps, Campgrounds & RV Parks	5,304
Churches & Cemeteries	5,082
Public Works, Airports & Other Government	1,376
Amusement Parks, Ski Lodges & Other Rec	1,068
Swimming Pools/Beach Clubs/Water Parks	981
Total	100,000

LANDSCAPE EDITION Audience Profile

Landscape Contractors	45,296
Major Lawn & Garden Services (>\$2mill)	4,035
Landscape Architect Responders	564
Dealers & Distributors	105
Total	50,000

**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
<u>Park, Rec & Schools Edition</u>	<u>100,000</u>	
Standard Per Mailing	\$3,190	\$31.90
Jumbo Per Mailing	\$4,290	\$42.90
<u>Landscape Edition</u>	<u>50,000</u>	
Standard Per Mailing	\$2,190	\$43.80
Jumbo Per Mailing	\$3,190	\$63.80

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"

**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

**Mini-Catalogs as low as 10 cents
each for a single issue**

Add a solo email blast to 30,000 grounds management buyers at a discounted multi-media rate.

Our Solutions . . . Your Profits

**Direct Mail experts agree there are three critical components
for a successful direct mail campaign:**

Mailing List

- We mail to grounds professionals numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities.
- Trade show attendee enhancement.
- Daily responder updates.

Creative

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

Additional Online & Direct Marketing Services

Online Card in GROUNDSD-DEK Online (Archived Online Indefinitely)	\$100
Solo Email Blast to 30,000+ buyers (must have qualifying offer)	\$2000
Solo Email Blast Subject Line A/B Split	\$100
Card in GROUNDSD eDEK to 30,000 + buyers.....	\$400
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover (50,0000 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