

SALES LEADS
»» THAT LEAD TO **SALES**

GROUNDS-DEK

2019

Multi-Media Marketing Solutions to Professional Grounds Managers
at Golf Courses, Parks, Schools, Recreation Facilities & Landscapers



ph: 800.846.5520

machalek.com

GROUNDS-DEK.com

sales@machalek.com

GROUNDS-DEK Your Solo Email Blast

Featuring your company Exclusively.

Audience Profile

Rate

40,000 + golf, park, rec, school and landscape buyers...	\$2,000
10,000 + coaches, trainers and athletic directors.....	\$700
50,000 + grounds buyers.....	\$2,700

Usage List

CXT	Seago
Childforms	Polly Products
Arbor Jet	Cylex
CS Trading	American Swing
Pilot Rock	APark
SlideRenu	LTR Products
Gold Medal Products	Gardners Supply
Invisible Structures	Dakota Peat
Super-Sod	Eden Stone

Your email campaign to the GROUNDS-DEK list of grounds buyers is a cost effective way to:

- Drive buyers to your website
- Promote videos
- Launch new products
- Promote a special offer
- Educate grounds buyers
- Generate sales leads from grounds buyers
- Gain followers on Facebook and Twitter
- Pre-trade show promotions

What makes GROUNDS-DEK email campaigns better than others?

1. In addition to a count of views and clicks, we provide a match back report that includes the email address of each buyer that clicked through to your website from your email, as well as all additional contact information we have for those buyers. (See sample match back below)

fname	lname	company_name	email	Address1	City	Province	Zip	Postal	result
NATE	BROWN	BROWN LAWN CARE	NATE@GMAIL.COM	1122 SMITH ST	MINNEAPOLIS	MN	55337	1	Clicks
ANDY	MACH	MACH & SON INC	ANDY@MACH.COM	36 W 7TH AVE	DALLAS	TX	71825	1	Clicks
BOB	SMITH	SMITH LANDSCAPING	BOB@SMITH.COM	123 WACHER ST	CHICAGO	IL	60062	1	Clicks

2. We offer creative services to design and code your email campaign to optimize both deliverability and clicks.
3. Our list is continuously refreshed with grounds buyers.
4. We comply with all CAN-SPAM requirements and scrupulously manage our email reputation with ISPs.
5. Your email ad is featured online at GROUNDS-DEK.com for 60 days with a hyperlink to your site. Great for your SEO ranking.





Harness the marketing power of the GROUNDS-DEK database for your own direct mail, email and telemarketing efforts.

Machalek Communications, Inc has been marketing to the grounds market for over twenty years sending over 250 million postcards and creating effective email campaigns for the past eight years. Our list is updated daily and proven deliverable and responsive!

We have developed unique expertise in compiling and managing this grounds database. This is not a list that has been harvested from web pages. BEWARE of purchasing inexpensive email lists from data aggregators. These lists often contain numerous spam trap emails that will put your email reputation with ISPs at risk.

Data sources include Opt-Ins; GROUNDS-DEK mail responses, customer data from key strategic partners; and new facilities registered with secretaries of state.

We guarantee less than 5% of these emails will result in a hard bounce within 30 days of receipt of file.

Lease Our Entire GROUNDS-DEK Database Annually

for only \$5,900 net

That's like paying about 16 cents for the email address and getting the mailing address and phone number for free!

Includes more than:

150,000 Mailing Addresses

35,000 Phone Numbers*

50,000 Email Addresses

Email List Only -- \$4900

Lease A More Targeted Segment For Annual Use

Target your list based on geography, type of practice, or SIC

**Call for your custom quote
800-846-5520**

Number of Records Leased	Annual Use Rate	
	Email Only	With Address
1 - 1,999	\$.40	\$.45
2,000 - 4,999	\$.30	\$.35
5,000 - 9,999	\$.25	\$.30
10,000 - 19,999	\$.20	\$.25
20,000 - 29,999	\$.15	\$.20
30,000 - 50,000	\$.13	\$.18

Since these buyers have not opted into your specific email list you may find that your email service provider is unable or unwilling to send to them on your behalf. We can refer you to an excellent firm that we use as our email marketing partner.

This program is for unlimited use for one year. However, you must agree to comply with all CAN-SPAM requirements and to not send more than one email campaign per week as we do not want to fatigue these buyers with too many emails and risk creating opt-outs or complaints. You may not redistribute or share this list with any other parties.

List is seeded to detect unauthorized usage.

*The mailing addresses and emails are updated regularly, the phones are not.

Free quarterly updates upon request.



Mailing List Rental

For your own direct mail campaigns.

We actually MAIL to our lists! We're heavily invested in having the most deliverable list on the market because we actually mail to it several times each year.

- Records updated daily from responders
- NCOA/Cass Certification
- New businesses acquired monthly from all 50 secretaries of state
- 99% deliverability guarantee
- Out of business data collected quarterly
- Verified and enhanced from various purchased lists and customer provided lists

List Rental Rates

Base Rate: 1 time usage	\$75/M
Annual usage	\$150/M
Unlimited usage	\$225/M

Selections

Type of Business (SIC) or Specialty	\$5/M
State, Zip Code, SCF, County	\$5/M

Company, Contact Name, Address, City, State, ZIP

Contact Names	FREE
Title Slugs	FREE
Telephone Numbers	\$10/M
Keycodes	\$1/Code/M
(Minimum list order \$300)	

M = Thousand contacts

Colleges, Universities, Schools & Districts	90,325
Landscape Contractors	41,294
Private Schools	16,812
Parks & Municipal Park & Rec Offices	16,082
Camps, Campgrounds & RV Parks	11,525
Churches & Cemeteries	11,467
Private Golf Clubs and Country Clubs	11,384
Lawn and Ground Maintenance	10,477
Resort, Hotels & Motels	9,932
Public Golf Courses	8,573
Landscape Designers & Architects	7,606
Nursery//Sod Farm	5,520
Tree Service	4,552
Public Work/Property Managers	4,130
Amusement Parks, Ski Lodges, Zoos	1,824
Swimming Pools/Beach Clubs/Water Parks	1,024
Total	252,527

Sample Usage List

AM Leonard Inc.	GIE Media	Quality Dutch Bulbs
Advanstar	Great Lakes Golf	Rainbow Play Systems
ASLA	Great Lakes Specialty	Rhomar Industries
Ann Arbor Press	Hahn Company	Riley Mfg.
Aquascape Designs	Harris Publishing	Robertson Industries
Ballard Equipment	Idaho Wood\HRS	RotaDairon Emrex
Barco Products	John Deere	Sax Recreational
Carrot Top Industries	Kiefer Specialty Flooring, Inc.	Security Cameras Direct
Chadwick Mfg. Ltd.	LA Steelcraft	Signature Systems LLC
Colorblends	Max-R	Surface America
Cook College/Rutgers Univ	Mill Supply	Summit Supply
Dawn Industries	Moose River Publishing	Swimwear Anywhere
Direct Safety	Most Dependable Fountains	Toro Company
Duse Marketing	Mustang Units	
First Service	National Decor & Lighting	
Forestry Suppliers	New Life Industries	

GROUNDSD-DEK

Testimonials

WALKER MOWERS
out front mowing

There is a Difference

- Accessible
- Versatile
- Original
- Agile
- Beautiful

get *out front* at the **NEW**
walkermowers.com

Follow
f t

"We have advertised for over ten years with GROUNDSD-DEK. The number of contacts from each mailing and the qualified response from our follow up system have consistently been in line with our averages for all media that we use in the professional landscape maintenance market, measured both by cost per contact and the percentage of qualified responses. The GROUNDSD-DEK program has given us a solid performance in lead generation."

Bob Walker
Walker Mowers

"GROUNDSD-DEK has been a great addition to the advertising of Brite Ideas Decorating. It gives us an opportunity to reach seasonal business owners with great response. After personally contacting many of the grounds, parks and landscapes contacts I have found they are very well informed business owners that have capital to invest in new products and ideas, which makes them the perfect target audience for our business."

Reed Nyffeler
Brite Ideas Decorating

BRITE IDEAS
decorating

Say It With Lights!
This Holiday Season

Increase your market share and accelerate
off-season revenue with Brite Ideas Decorating.
FREE Business Kit & DVD Available!
888-200-5131 | sayitwithlights.com

S.R. Smith

COMING SOON to your Pool
THE VORTEX

"We noticed a significant increase in attendance after the addition. The Vortex is definitely our main attraction!"
Dale Lisher, Mayor, Kendrick, Idaho Area War Memorial Pool

Our compact design provides
BIG FUN with a
SMALL FOOTPRINT!

Return this card, call toll free
or visit www.vortexslides.com
for incredible new options and u

FREE

S.R. Smith

ADA compliant
ACCESS GOES ANYWHERE!

ADA compliant lifts from S.R. Smith are perfect for facilities seeking to provide user-friendly access to their swimming pools.

- Powered by a rechargeable battery
- Constructed of stainless steel and aluminum & powder coated for maximum durability
- Waterproof hand-held control
- Portable and semi-portable options available for maximum flexibility within your facility

RETURN THIS CARD FOR MORE DETAILS
www.poolifts.com
Call 800.824.4387 • Phone 503.266.2231 • Fax 503.266.4334

"The GROUNDSD-DEK program has done an excellent job in generating qualified leads for our company. In fact, it's been so effective that we're actually running two cards in every issue. Plus, their entire team has been incredibly accommodating, responsive and great to work with."

Hilary Winfield
S.R. Smith, LLC

Mother Nature Has Met Her Match



ECHO PB-770

204 MPH

765 CFM

The Highest Air Speed
AND the Most Air Volume
of any Backpack Blower
in the Industry

"The GROUNDS-DEK reaches our targeted audience in a timely manner and is a great way to introduce new products to the marketplace. We're quite happy with the leads generated from our mailings knowing the recipients are heavily involved in the purchasing process."

Tim Bartelt
ECHO Incorporated



"Thank you for your help with marketing our products. To say the least we were very skeptical about card packs. Some of our divisions said, 'No way, no one reads those.' We finally tried one and it did exactly what you said it would do. Now they all want cards, because they work and they do bring in leads. We are closing on many of the leads we received. Today we are talking about how we are going to introduce a new product we just finished. It was unanimous: 'Put it on a jumbo card.'"

Randy Dufault
Dakota Peat & Equipment

FREE video **INTRODUCING... THE DAKOTA 550 TURF CONTRACTOR**

This Industrial Grade Dump-box Hauls Huge Loads Without Damaging Turf!!



25" dump height

The **TURF CONTRACTOR** from Dakota Peat & Equipment is the dump-box you've been waiting for! Ideal for hundreds of grounds and turf management applications. With 16" Dakota Supertrac tires, loads are distributed evenly, protecting turf!

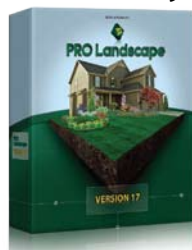
- Saves time and money
- Turf friendly!
- 10,000 lb capacity!
- Turn with no scubbing

Dakota's **TURF CONTRACTOR** is easy to maneuver and all functions are controlled from the tractor seat! Respond today for a catalog and demo video!

DAKOTA™
Peat & Equipment
Find us online at
www.dakotapeat.com

For **FREE catalog & video**, return this post-paid card or call toll-free **800-477-8415**

**PRO Landscape™...
The Industry Leading Design Software**



\$100 OFF*
WHEN YOU MENTION THIS CARD.

Visit prolandscape.com to view our video demo.
Then call 800-231-8574, mention this card, and save \$100!

*\$100 off regularly priced software. Cannot be combined with any other offers.

PRO Landscape Comes with the Power of 3D!

VISUAL DESIGNS THAT SELL
Excite customers with photos of their home with recommended landscaping in place.

ACCURATE SITE PLANS
Easy-to-use CAD lets you quickly develop detailed, accurate site plans.

PROFESSIONAL PROPOSALS
Show your professionalism with complete, polished proposals prepared in seconds.

"The amount of credible leads we received from just one mailing was amazing! We sold enough to justify the initial investment!"

Pete Lord
Drafix Software

GROUNDS•DEK References

A reputation like ours comes from years of satisfied customers... just ask them!

- **Belson Outdoors**

Grills & Picnic Tables

Gavin McHugh, National Sales Manager

630-897-8489

- **Christmas Decor**

Outdoor Lighting

Brad Rangel, President

806-722-1225

- **Drafix**

Landscape Software

Ryan Sutton, Director of Sales

816-842-4815

- **Echo Incorporated**

Gas Powered Trimmer

Tim Bartelt, Marketing Manager

847-540-8400

- **LTR**

Rubber Mulch

Brad Pittam, General Manager

312-399-1910

- **National School Towel**

Towels

Peter Suttle, Vice President of Sales/Marketing

847-328-3150

- **Sof Surfaces**

Flooring/Playground Surfacing

Jeromy Morningstar, Marketing Manager

519-882-8799

- **SR Smith**

Pool Equipment/Supplies

Hilary Winfield, Channel Marketing Manager

503-266-2231

- **Walker Mfg Co**

Commercial Mowers

Tim Cromley, Marketing Manager

970-221-5614





SALES LEADS >> THAT LEAD TO SALES

<< IN THESE B2B NICHE MARKETS



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 **Machalek**
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