

# Turf Production Handbook 2010



The Turf Production Handbook 2010 is in its final stages of production with the publication due for distribution by the end of August 2010.

The Handbook follows on from its highly regarded predecessor published some five years ago that many growers still refer to on a regular basis.

The 2010 book will be 120 plus pages covering the latest useful and informative turf production information.

The graphics have been improved upon for this issue and the book will be finished as 'perfect bound' on high quality paper.

The Handbook will give growers more information and in more detail than a trade journal or a newsletter and is designed as a reference manual to be used when growers have a problem or a need for a particular product or service.

Case studies are being used to reinforce messages with all topics selected by growers.

1000 copies of the Handbook will be produced and a copy will be mailed out, at no cost, to all known turf producers and allied turf industry sector organisations.

The Handbook content strongly reflects best practice in key production areas and also be used as a platform to build industry awareness of vital issues . . .

Research Outcomes:- including HAL funded turf projects and research results from Universities

Environmental issues: - Impact of Climate Change, Turf Water Use, Irrigation and Environmental Management Systems.

Business Management:- with modules including Turf Industry Accreditation, Business Trends, Industry Drivers and Cost of Production, Succession planning, Occupational Health & Safety and Advertising & Marketing.

Plant Protection:- including New Chemical Treatments, Withdrawal of Chemicals for Use and OHS issues.

◀ business

◀ climate change

◀ machinery,

◀ oh&s

◀ marketing,

◀ industry,

◀ research

◀ irrigation efficiency

◀ weeds, pests & diseases

**Limited ad space available.**

This is a hardcopy book that will stay around and be referred to for ages.

There won't be another handbook for a few years.

Don't miss out - book now!

Limited Advertising: A limited amount of advertising space is being made available for businesses that have appropriate products and services that serve the Turf Industry.

Bookings: To book your space please complete the attached booking form and provide artwork by deadline dates . . .

Enquiries: Turf Producers Australia Ltd - Turf Production Handbook 2010

Contact: David Raison (Communications Officer)

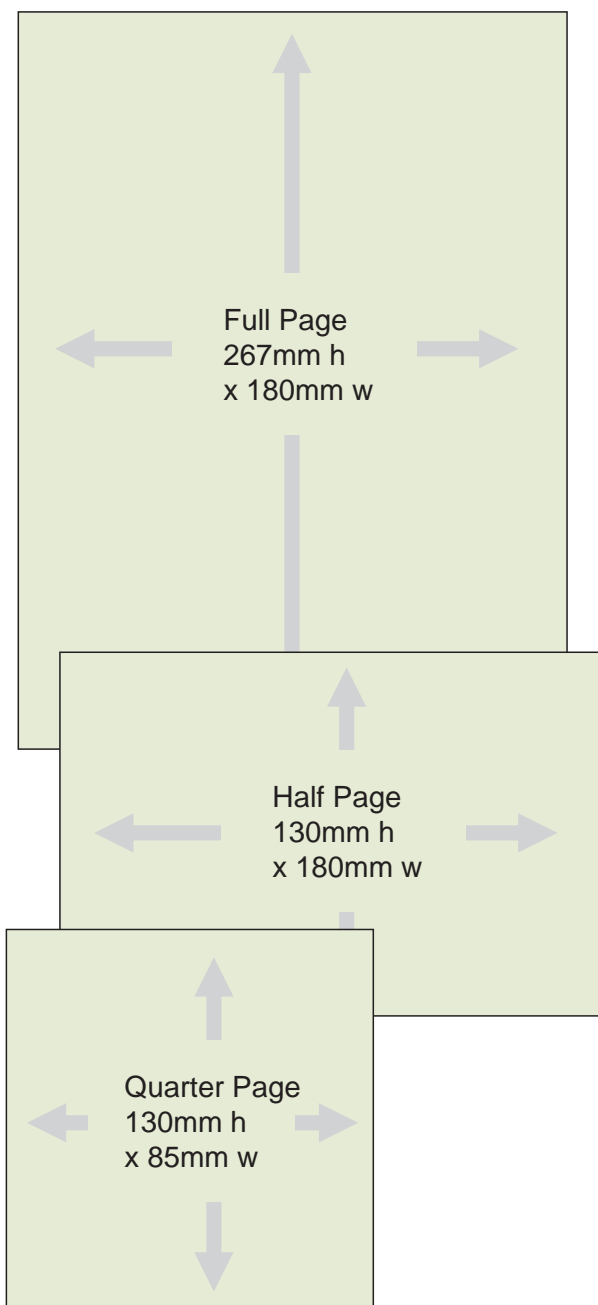
email: [comms@turfaustralia.com.au](mailto:comms@turfaustralia.com.au)

Phone: 02 4233 2150 Mobile: 0404 477837

Postal: PO Box 1529 Cleveland QLD 4163

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## Advertising sizes & rates



Know-how for Horticulture™

This publication is funded by HAL using the turf levy and matched funds from the Australian Government

Advertising rates have been discounted considerably for this publication and total advertising revenue helps to offset the printing and distribution costs of the publication.

Size	Dims	Price (inc GST)
Full Page	267mm h x 180mm w	\$1,936.00
Full Page inc position loading	Size as above - loading incl back & inside covers	\$2,486.00
Double Page	267mm h x 380mm w	\$3,542.00
Half Page Horizontal	130mm h x 180mm w	\$1,188.00
Quarter Page	130mm h x 85mm w	\$792.00

### Artwork:

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Any work undertaken by TPA to process non-compliant material will incur a charge.

Due to the highly specialised and complex technical nature of image/plate setters, and to ensure the best quality reproduction of your material,

TPA has the following guidelines. Any digital file that does not comply with these guidelines cannot be accepted.

Please note: We will not accept the following : Film, Microsoft Publisher, Word, Powerpoint, CorelDraw files.

### Format:

Hi res PDF files (made ONLY through Acrobat Distiller 5.0 or later) and have:

1. All fonts embedded (no true type fonts) or fonts converted to outlines / curves
2. The correct mode (ie. CMYK or Grayscale)  
Never RGB or LAB or embedded color profiles. (ie. ICC profiles)
3. All spot colors MUST be converted to CMYK. NO file with PMS colors accepted.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files. Please do not supply images and logos that have been taken off a web page. The images are not suitable for printed publications.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.