

FOR IMMEDIATE RELEASE

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STMA INDUSTRY SOURCEBOOK RELAUNCHING WITH IMPROVED FUNCTIONALITY, COMPETITIVE PRICING, ENHANCED MEMBER BENEFITS FOR 2013

Green Media, SportsTurf Magazine Publisher, Unveils New Sourcebook Created Exclusively for STMA Members and Assumes Responsibility for All Future Advertising, Sales & Operational Efforts

LAWRENCE, Kan. (August 1, 2013) – Effective August 1, the Sports Turf Managers Association (STMA) *Industry Sourcebook* – the premier online resource connecting sports turf professionals with the most relevant industry products and services – will feature a new look and enhanced functionality for 2013. Created jointly by STMA and Green Media (publisher of *SportsTurf* magazine), the reengineered *STMA Industry Sourcebook* improves upon past efforts by connecting association members with the most comprehensive, relevant selection of manufacturers and suppliers in the industry. In addition to its already-completed work reconstructing the *Sourcebook's* infrastructure and improving search functionalities, Green Media will assume all database maintenance, information integrity, and online advertising responsibilities related to the site moving forward. Benefits of this reorganization include an increased emphasis on participating commercial companies, comprehensive turnkey solutions that will include concurrent *SportsTurf* magazine print and online advertising packages, and more varied pricing structures.

The *STMA Industry Sourcebook* eliminates the hassle of lengthy search engine efforts by providing in-depth information about products and services specific to the sports turf industry. Users of the *STMA Industry Sourcebook* can find vendors and their products using the search function or relevant category headings, then refine the search by keyword and/or geographic location. Incorporating detailed lists of relevant companies, the *STMA Industry Sourcebook* ensures the directory is populated with manufacturers and suppliers that cater to the sports turf

industry (thereby eliminating the unwanted and unrelated results common with standard search engines). As a new added *Sourcebook* member benefit, all STMA commercial company members will receive priority placement and appear first in search results.

Manufacturers and suppliers benefit from the *STMA Industry Sourcebook* by being part of an online community that allows advertisers to connect directly to their target audience. The *STMA Industry Sourcebook* provides advertisers with a wealth of listing and enhancement choices, including the *Product Showcase*, priority and premium placement options, banner advertising, page peels, video, enhanced keyword search functionality, and much more. The *STMA Industry Sourcebook* is available via the STMA website (www.STMA.org) or directly at www.STMAsourcebook.com.

ABOUT STMA:

STMA is the not-for-profit, professional association for the men and women who manage sports fields worldwide. Since 1981, the association and its 33 local chapters have been providing education, information and sharing practical knowledge in the art and science of sports field management. Its more than 2,600 members oversee sports fields and facilities at schools, colleges and universities, parks and recreational facilities, and professional sports stadiums. For more information, log on to www.STMA.org.

ABOUT GREEN MEDIA

Green Media, a division of Specialty Information Media, is publisher of *SportsTurf* magazine, the official publication of the STMA. For more information, visit www.GreenMediaOnline.com or www.SportsTurfOnline.com

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