

## Advertising Program (Cont'd)

The current strategy includes incentives for business to utilize full page inserts. "I have always felt that the insert was the most cost effective way to advertise," said Costa. "Everyone who opens the newsletter is likely to see your ad." With the new program, each new member who chooses within the first six months of joining, to advertise by way of an insert will receive a one time discount. In addition, existing members who purchase two inserts within the calendar year get one additional insert at no cost. "The new member discount is a great way for an affiliate to introduce itself to the membership. I really believe it's value priced," Costa concluded.

The other major change is placing a term limit of one year on the popular 2 x 3 ads. "We felt as though we have a responsibility to the affiliates to provide as much opportunity for advertising as possible. By establishing a term limit we expect greater participation." I expect to have a letter out soon explaining the program to all of our affiliate members. I certainly look forward to their continued support and thank all of those who have participated in the past." Costa suggested the program should take effect by March 1, 1998.

## Independent Distributors Show Support of Superintendents

The Independent Turf and Ornamental Distributors Association demonstrated their support of golf course superintendents by contributing \$5,000 to the GCSAA Foundation, thus becoming a member of the Platinum Tee Club. The Associations members are made up of independent distributors whose primary business is calling on golf course superintendents. "The independent distributors who make up the ITODA have long shared the goals of advancing scientific development and addressing environmental issues that are the key goals of the GCSAA Foundation," said Association President, Steve Dickinson.

## Supporter Listing

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