

The following long-form copy is for a spring advertisement for Tractor Supply.

**Audience:** Potential New Customers

**Keywords:** Tractor Supply, Homegrown, Spring Project, Poultry

**Notes:** Focus on the start of spring and how we can help take care of what you have or start something new. • Passionate • Proactive • Inspiring • Collaborative

**Title:** Calling All Pups and Peeps: It's Springtime at Tractor Supply

**Micro Copy:** Spring's nearly sprung! Our friendly staff is ready and waiting to get you started on the right track this season.

**Macro Copy:**

It's finally time to open the windows, dust off the lawn mower, and clean up the grill. Ensure your next spring project gets off on the right foot with our help at Tractor Supply. We are passionate about everything from pets to perennials and are waiting to help make your season the best one yet. Our staff is just as excited about your garden beds or prize hens as you are! Let's get growing.

Homegrown Made Easy

Nothing tastes better than veggies straight from the vine. Home gardens come in all sizes, and we've got what you need for all of them. Our friendly staff is standing by to help you transform that forgotten corner of your yard or revitalize your beds after a long winter. Are you new to gardening? No worries, our thumbs are green enough for all of us!

We've got everything to help you care for house plants or outdoor gardens. If you're growing award-winning crops or just starting out, check out our selection of [lawn and garden supplies] <https://www.tractorsupply.com/tsc/catalog/lawn-garden> for mulch, mowers, and more.

Itch Protection

Spring means the whole family gets to spend more time outdoors. The most important thing about camping or hiking is to be prepared. Tractor Supply has all the supplies you may need like tents, sleeping bags, and bug repellent. We've got everything you need to protect the whole family from mosquitoes, fleas, and ticks. Our itch protections cover everyone, including your pets!

Did you know that some of our locations offer [veterinary services] <https://www.tractorsupply.com/tsc/services/petvet>? We can help with anything a general vet's office can do, including vaccines, chipping, and flea and tick prevention. There's no appointment needed in most locations, so give us a call to see if we can help!

Peep the Chicks

Poultry Farming is a hobby that has exploded in popularity across the United States. It's a great way to teach children about the food chain and responsibility and show birds earn top prizes at 4H fairs every year. We're here to help you out regardless of your experience level. Our staff is ready to help advise you on breeds that suit your needs and help you through every part of your bird's life. We have coops, wires, tools, and even the chicks to raise. You can find

everything from layers to ornamental breeds in our [poultry selection]  
<https://www.tractorsupply.com/tsc/search/chickens/poultry>].

### Show Us Your Spring

We love hearing from you and seeing your spring projects. If your next spring project starts with Tractor Supply, tag us to let us know. We hope to see you soon!

[Instagram button] [Pinterest button] [X button]