

# GOLFBUSINESS<sup>®</sup>

The Golf Industry's  
Leading Business Publication

## ADVERTISING RATES

Four Color	1x	3x*	6x*	9x*	12x*
Full page	\$4,535	\$4,310	\$4,100	\$3,890	\$3,695
2/3 page	3,980	3,780	3,590	3,400	3,230
1/2 page	3,600	3,440	3,265	3,100	2,945
1/3 page	3,000	2,850	2,700	2,575	2,445

Black & White	1x	3x*	6x*	9x*	12x*
Full page	\$3,255	\$3,090	\$2,935	\$2,795	\$2,645
2/3 page	2,695	2,565	2,440	2,320	2,205
1/2 page	2,295	2,175	2,065	1,970	1,870
1/3 page	1,895	1,805	1,710	1,625	1,545
1/6 page	1,300	1,240	1,175	1,115	1,060

Cover Positions	12x*
Back Cover	\$4,525
Inside Front Cover (IFC)	4,360
Inside Back Cover (IBC)	4,040
Page 1	4,350

\*Price reflects the gross rate per issue.

### AGENCY COMMISSIONS

Agency commissions on gross billing are allowed to advertising agencies on display space. Commission not allowed on other charges such as insert handling, special binding, reprints and other mechanical charges. Liability for payment: Publisher may hold advertiser and agency jointly liable for all sums due and payable to the publisher. Recognized advertising agencies are allowed 15% of gross billing provided account is paid in full within 30 days of date of invoice.

Cover pages are available on a noncancelable, 12-time basis only. \$250 to add one color to black & white advertisement (see b&w rate). \$500 to add two colors to black & white advertisement (see b&w rate). IFC and page 1 spreads may pre-exempt a single cover advertiser. Guaranteed Position: 10% of ad rate. Ad production assistance is available to prepare your advertisement for press; prices quoted upon request.

### GOLF BUSINESS MARKETPLACE

Our expanded Marketplace section will allow you to promote your product / service in a classified advertising format, as either a line or display ad (color or B & W), and readers can reference your ad by product category.

#### Classified Advertising Rates (non-commissionable)

\$ 5 per word, ten (10) word minimum.

\$ 1 extra for bold type.

\$ 30 for centered, bold headline.

B&W Display Advertising is \$175 per column inch.

Color Display Advertising is \$195 per column inch.

1 inch minimum; 4 1/2 inches maximum height.

One column width is 2 7/8 inches;

Maximum width allowed is 4 1/2 inches.

Example: 2 column ad X 4 inch tall ad = 8 column inches  
8 column inches X B&W rate (\$175) = \$1,400  
8 column inches X Color rate (\$195) = \$1,560

### GOLF BUSINESS ADVERTISING SALES

#### ► Northeast and Southeast Account Manager

Joe S. Rice, Associate Publisher  
291 Seven Farms Drive, 2nd Floor  
Charleston, SC 29492  
800-933-4262, ext. 222  
Fax: 843-856-3288  
jrice@ngcoa.org

#### ► Central and Western U.S. and Canada Account Manager

Greg Gormley  
291 Seven Farms Drive, 2nd Floor  
Charleston, SC 29492  
800-933-4262, ext. 219  
Fax: 843-856-3288  
ggormley@ngcoa.org

#### ► Marketplace Account Manager

George Rizzo  
291 Seven Farms Drive, 2nd Floor  
Charleston, SC 29492  
800-933-4262, ext. 221  
Fax: 843-856-3288  
grizzo@ngcoa.org

### Golf Business Ad Sizes and Specifications

#### Non-Bleed

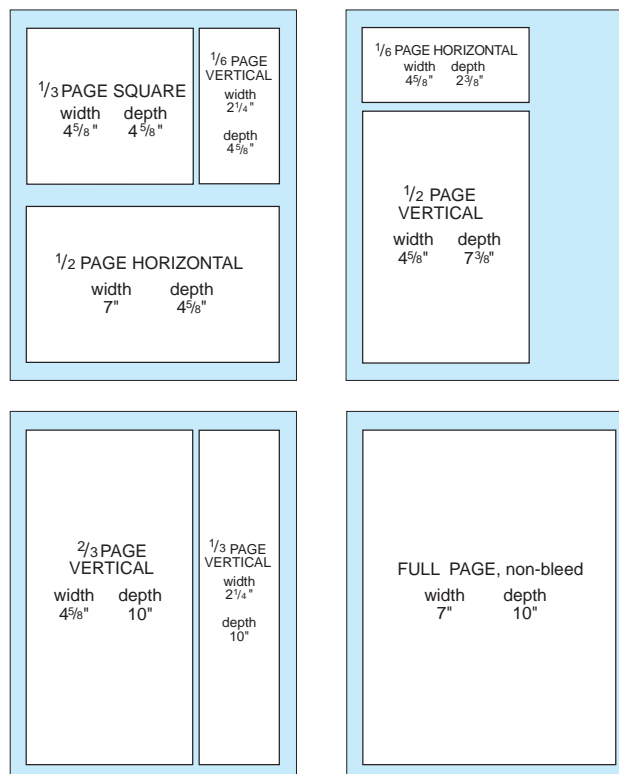
	Width	Depth
Full Page	7"	10"
2/3 Page Vertical	4 5/8"	10"
1/2 Page Vertical	4 5/8"	7 3/8"
1/2 Page Horizontal	7"	4 3/8"
1/3 Page Vertical	2 1/4"	10"
1/3 Page Square	4 5/8"	4 5/8"
1/3 Page Vertical	2 1/4"	4 5/8"
1/3 Page Horizontal	4 5/8"	2 5/8"

#### Bleed Size

	Width	Depth
Full Page	8 3/8"	11 1/8"
Spread (2 full pages)	17"	11 1/8"

**Publication Trim Size**      **8 1/4"**      **10 7/8"**

- ▶ *Safety Margin for Live Copy:* 1/2" from all trim edges
- ▶ *Printing Process:* Web
- ▶ *Binding Method:* Saddle-stitch
- ▶ *Screen:* 133-line screen



Please note: All advertising materials must be submitted in digital electronic format to accommodate computer-to-plate printing requirements. Materials submitted in any other format will incur a \$175 charge for digital conversion.

#### Digital Submission Procedures

- ▶ Electronic files should be submitted on floppy, CD or Zip disk; Quark Xpress (version 4.0 or older), Macintosh format. Adobe Illustrator and Photoshop files are also supported.
- ▶ All electronic files must be accompanied by a printed directory for each, a contractual proof (for color ads) and a laser proof (for b&w ads). See above for examples of contact proofs.
- ▶ Submit all screen and printer fonts in a folder titled "document fonts". True Type, Path or Multiple Master fonts are NOT supported.
- ▶ Please provide a printed directory of the disk.
- ▶ Color or graphic files should be supplied in a single channel eps or tiff format.
- ▶ Any color or graphic files, including duotones and tri-tones, must be saved as CMYK process. Note: JPEG, GIF, RGB or LZW compression files are NOT supported.
- ▶ Check that all colors in illustration programs are also set to CMYK.
- ▶ Do not send Quark.eps documents.
- ▶ Make sure colors are set for process separation (not spot color).
- ▶ Clean the pasteboard. Do not leave non-used art scattered.
- ▶ If sending via e-mail, use Stuffit Deluxe to compress files.

#### Black & White Advertisement Submission

- ▶ *Proofs:* Provide one laser copy proof.
- ▶ *Note:* Allow for 5-7% dot gain. Tone density of halftones should not exceed 90%. Maximum density of background color screen for surprinting should not exceed 30%.

#### Four-Color Advertisement Submission

- ▶ *Contract proofs:* Matchprints, colorkeys, iris and Kodak approvals. Publisher cannot be held responsible for color if a contact proof is not furnished with a color advertisement.
- ▶ *Note:* Allow for 5-7% dot gain. Tone density of halftones should not exceed 90%. Maximum density, any one color, should not exceed 280%.

#### Please send ad materials to:

Advertising  
Golf Business  
291 Seven Farms Drive, 2nd Floor  
Charleston, SC 29492  
843-881-9956  
Fax: 843-856-3288

or email files to: [ssmith@ngcoa.org](mailto:ssmith@ngcoa.org)