



# GREEN IS BEAUTIFUL

2009/2010

## MEDIA KIT

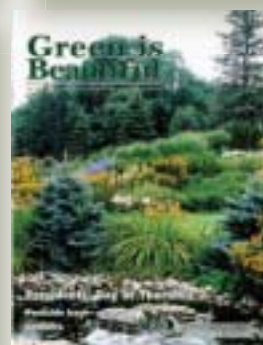
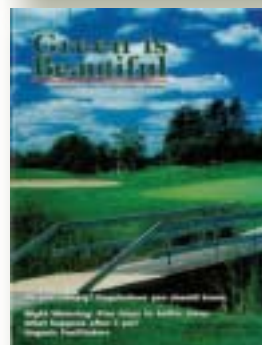


FOUR SEASONAL ISSUES

# MEDIA SUCCESS...

By choosing the largest publication in Ontario dedicated to advancing the profession of the golf course superintendent. As the official publication of the Ontario Golf Superintendents' Association, for the past 40 years, Green Is Beautiful has delivered editorial based on the superintendent's needs and concerns.

Green is Beautiful serves a niche target market of over 875 members working in the golf course maintenance industry. Four seasonal issues provides ample opportunity for you to drive your advertising message home and reach industry stakeholders Ontario wide.



**GREEN IS BEAUTIFUL REACHES  
OVER 875 MEMBERS ONTARIO WIDE  
WITH A CIRCULATION OF OVER 3,600 COPIES PER YEAR**

<b>PUBLISHING DATES</b>	<b>MATERIAL DEADLINE</b>	<b>RELEASE DATE</b>
FALL 2009	OCTOBER 15TH	NOVEMBER 15TH
WINTER 2010	FEBRUARY 1ST	MARCH 1ST
SPRING 2010	MAY 1ST	JUNE 1ST
SUMMER 2010	JULY 15TH	AUGUST 15TH

**ADVERTISING CONTACT:  
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**OGSA  
KEEPING GOLF GREEN**

**DRIVE YOUR ADVERTISEMENT HOME**

# 2009/2010 MEMBER ADVERTISING RATES

## PREMIUM LOCATIONS

FOUR COLOUR PROCESSED	4 ISSUE RATE ONLY
OUTSIDE BACK COVER	\$5,725.00
INSIDE FRONT COVER	\$5,575.00
INSIDE BACK COVER	\$5,575.00
BUSINESS CARD APPEARING UNDER PRESIDENT'S MESSAGE	\$1,020.00

## FOUR COLOUR PROCESSED

AD SIZE	SINGLE RATE	4 ISSUE RATE
FULL PAGE	\$1,495	\$5,083
2/3	1,391	4,729
1/2	859	2,921
1/3	694	2,360
1/4	566	1,924
1/6	351	1,193
BUSINESS CARD	273	928

## BLACK AND WHITE

FULL PAGE	949	3,227
2/3	817	2,778
1/2	588	1,999
1/3	514	1,748
1/4	429	1,459
1/6	259	880
BUSINESS CARD	206	700

## INSERTS

AD SIZE		SINGLE RATE	4 ISSUE RATE
UP TO 8.5 x 11	COLOUR OR BLACK AND WHITE	619	2,105

### PREMIUM LOCATIONS

Premium locations are based on a mandatory four issue commitment.

GST applicable on all rates.

### 4 X ISSUE RATE

The four issue rate includes a 15% discount and will be invoiced to you upon publication and distribution of the first publication.

### NOT FOR PROFIT & EDUCATIONAL INSTITUTES

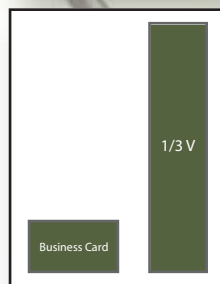
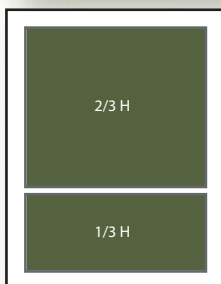
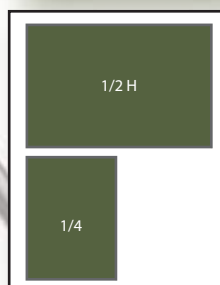
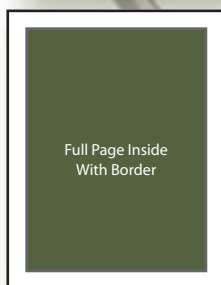
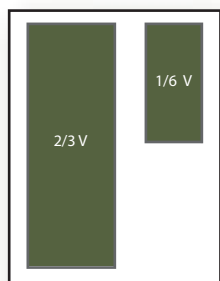
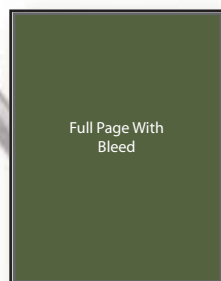
Institutes will receive 25% off each single advertisement OR 50% off the single advertisement rate if the commitment for 4 advertisements specifying the issue the ads are to appear in is submitted with the initial order on our insertion form.

### NON-MEMBER ADVERTISER RATE

All non-member advertisers will be invoiced an additional 20% over and above the member rates.

# PRODUCTION INFORMATION

AD SIZE	WIDTH INCHES	HEIGHT INCHES
FULL PAGE WITH BLEED (TRIM SIZE 8.5 X 11)	8.75	11.25
FULL PAGE INSIDE WITH BORDER (NO BLEED)	7.25	9.8
2/3 PAGE HORIZONTAL	7.25	6.4
2/3 PAGE VERTICAL	4.75	9.8
1/2 PAGE HORIZONTAL	7.25	4.8
1/2 PAGE VERTICAL	3.5	9.8
1/3 PAGE HORIZONTAL	7.25	3.1
1/3 PAGE VERTICAL	2.25	9.8
1/6 PAGE HORIZONTAL OR VERTICAL	2.25	4.75
1/4 PAGE	3.5	4.8
BUSINESS CARDS HORIZONTAL OR VERTICAL	3.5	2



- Advertisements may be submitted as Adobe Portable Document Format (PDF) in PDF/X1a format.
- Any of the following formats are acceptable:

## Macintosh

Quark XPress 6.5  
 Adobe Illustrator CS2  
 Adobe Photoshop CS2  
 Adobe Pagemaker 6.5  
 Adobe Indesign CS2  
 Adobe Acrobat Professional 7

## PC

Quark XPress 6.5  
 Adobe Illustrator 10  
 Adobe Photoshop 5  
 Adobe Pagemaker 6.5  
 Adobe Indesign 2  
 Corel Draw 11

- All color advertisements must be in resolution of 300 dots per inch in CMYK, TIFF or EPS files.
- All files must be set exactly to size of document ordered. Bleed cannot extend more than 1/4" and all crucial information must be inset at least 1/4".
- Scanned images should be provided as separate TIFF or EPS files.
- Remember to send the fonts along with any pictures.
- We recommend ensuring that all colours in your files are CMYK and not RGB colour.
- Include all font and image files.
- Check all files for trapping, overprint/knockout, resolution and file type.
- Maximum ink coverage should be 300% and colour trapping should be .114 pt. Areas to print black (but not type) should be coloured a rich black rather than just black ink. TIFF images placed in Quark XPress should be in white or coloured image boxes.
- Provide all fonts needed to output your file. Type styled from the Measurements Pallet or Style Menu in Quark Xpress should be set to bold type.
- We require a printed proof or colour separated lasers of your file.
- We accept files on CDs or DVDs, Macintosh or PC.
- We accept files via E-mail although space is limited to 10 mb.
- FTP site is available for files greater than 10 mb but less than 100 mb. E-mail to [ogsa@gti.uoguelph.ca](mailto:ogsa@gti.uoguelph.ca) to request access.
- Note: We are not responsible for the printed results of client supplied scans. Any divergence from the above specifications may result in improper printing. Work which we perform to bring a file to specs will result in additional charges.