



Green is Beautiful

The Official Publication of Ontario Golf Superintendents' Association

2011 / 2012

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.

Publishing Dates	Material Deadline	Release Date
Fall 2011	October 14th	November 15th
Winter 2012	February 1st	March 1st
Spring 2012	May 1st	June 1st
Summer 2012	July 13th	August 15th

ADVERTISING MANAGER:
 Terry Davey
 terry@blenheim.ca
 Tel: 877-618-8696 ext. 102

PRODUCTION MANAGER:
 Jeanette Thompson
 jeanettethompson@mac.com
 Tel: 877-618-8696 ext. 101

2011/2012 Advertising Rates

Premium Locations

4-Colour Process	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

4-Colour Process

Ad Size	Single Rate	4-Issue Rate
Full Page	\$1,495	\$5,083
2/3 Page	\$1,391	\$4,729
1/2 Page	\$859	\$2,921
1/3 Page	\$694	\$2,360
1/4 Page	\$566	\$1,924
1/6 Page	\$351	\$1,193
Business Card	\$273	\$928

Black and White

Ad Size	Single Rate	4-Issue Rate
Full Page	\$949	\$3,227
2/3 Page	\$817	\$2,778
1/2 Page	\$588	\$1,999
1/3 Page	\$514	\$1,748
1/4 Page	\$429	\$1,459
1/6 Page	\$259	\$880
Business Card	\$206	\$700

Inserts

Ad Size	Single Rate	4-Issue Rate
Up to 8.5 x 11 Colour or black & white	\$619	\$2,105

Belly Band

Ad Size	Single Rate + Printing
Wrapped & glued around issue	\$650 + \$1,495*

*Cost includes printing and bindery only for a 1-sided, full colour ad printed on 100lb, 10% recycled FSC stock.

Print ready artwork required, see back page for specifications. Additional costs will be billed at \$85/hr for any artwork changes required.

Premium locations: Premium locations are based on a mandatory four issue commitment.

HST applicable on all rates.

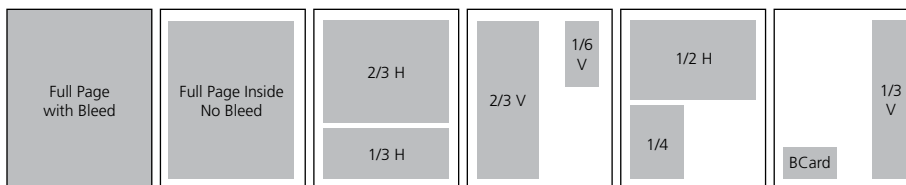
4X Issue Rate: The four issue rate includes a 15% discount and will be invoiced to you and payment due in full upon the publication and distribution of the Fall 2011 issue.

Not for profit and 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.

Production Information

We are here to help! Should you have any questions regarding advertisement formats or sizing, please contact production: 1-877-618-8696 ext. 101

Ad Sizes	Dimensions (inches)		
	Width	x	Height
Full Page - with bleed (Trim size 8.5" w x 11" h)	8.75	x	11.25
Full Page Inside - no bleed	7.25	x	9.8
2/3 Page Horizontal	7.25	x	6.4
2/3 Page Vertical	4.75	x	9.8
1/2 Page Horizontal	7.25	x	4.8
1/2 Page Vertical	3.5	x	9.8
1/3 Page Horizontal	7.25	x	3.1
1/3 Page Vertical	2.25	x	9.8
1/6 Page Horizontal or Vertical	2.25	x	4.75
1/4 Page	3.5	x	4.8
Business Card Horizontal or Vertical	3.5	x	2
Belly Band - with bleed (Trim size 4" w x 18.5" h)	4.25	x	18.75



Advertisements may be submitted as PDF/x1a format.

Any of the following formats are acceptable:

Macintosh or PC formats

QuarkXPress 6.5

Adobe Creative Suite 4.0 (Illustrator, InDesign, Photoshop)

Adobe PDF/x1a

- All colour advertisements must be supplied at a resolution of 300DPI in CMYK with images supplied in TIFF or EPS format.
- All files must be set to the correct size of the ad insertion order.
- Bleed should be set to 1/8" and not exceed 1/4"
- If providing native working files, files MUST include all linked images and fonts.
- We recommend ensuring ads / images be saved as CMYK and not RGB. Providing ads in RGB can result in unexpected colour shifts and are not the responsibility of the publisher.
- We require a printed proof to be supplied with the advertising artwork.
- We accept files on CD, DVD or via FTP (please contact production for FTP instructions).
- We accept files via email if the file is less than 10mb

NOTE: The publisher is not responsible for the printed results of client supplied scans. Any divergence from the above specifications may result in improper printing. Work which we require to bring a file to specs will result in additional charges.

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Green is Beautiful is published four times a year (November / March / June / August) by Blenheim INK for:



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