

2010 ADVERTISING RATES

Although our advertising rates are listed a la carte, Golf Illustrated prides itself on the ability to customize print and online packages based on your needs and expectations. Please contact us for consultation.

DISPLAY	1X	3X	6X	GOLF SHOP CLASSIFIEDS	1X	3X	6X
2 Page Spread, 4C	\$24,720	\$22,600	\$20,600	1/3 Page, 4C	\$2,200	\$2,100	\$2,000
Full Page, 4C	\$13,390	\$12,360	\$11,330	1/4 Page, 4C	\$1,625	\$1,550	\$1,500
2/3 Page, 4C	\$9,065	\$8,345	\$7,625	1/6 Page, 4C	\$1,150	\$1,100	\$1,050
1/2 Page, 4C	\$6,695	\$6,180	\$5,665	3-inch Display	\$920	\$880	\$845
1/3 Page, 4C	\$4,535	\$4,120	\$3,800	2-inch Display	\$820	\$780	\$740
				1-inch Display	\$540	\$520	\$510
COVERS				6 Lines + Text Ad	\$60/Line	\$55/Line	\$50/Line
Inside Spread	\$31,900	\$30,900	\$29,870	5 Lines Text Ad	\$300	\$285	\$270
Inside Back	\$19,050	\$18,025	\$16,995	4 Lines Text Ad	\$240	\$230	\$220
Back Cover	\$25,340	\$23,275	\$21,220	3 Lines Text Ad	\$190	\$180	\$170
				2 Lines Text Ad	\$125	\$120	\$115
				1 Line Text Ad	\$70	\$65	\$60

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SPECIAL INSERTS (Print & Online)	1 SPACE	MULTIPLE SPACES
Equipment Buyer's Guide	\$1,500	\$1,250
Holiday Buyer's Guide	\$1,500	\$1,250
PGA Show Insert	\$1,500	\$1,250
Father's Day Gift Guide	\$1,500	\$1,250
Stroke Shaver Trading Cards	\$1,500	\$1,250

OPT-IN ONLINE DATABASE

Full e-mail Blast	\$6,000
Test e-mail Blast	\$2,500
eNewsletter Sponsorship	\$2,000
Friday Five5ome Equipment eNews Sponsorship	\$2,500

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Large Banner Ad - Home Page	\$1,000
Small Banner Ad - Home Page	\$750
Large Banner Ad - Ancillary Page	\$750
Small Banner Ad - Ancillary Page	\$500

PRODUCTION REQUIREMENTS

Bleed: 1/8 inch beyond trim. Keep live matter 1/4 inch from trim edge.

Digital files are preferred.

Adobe PDF files are preferred.

Native application files in InDesign, Quark, Illustrator or PhotoShop are accepted.

Font and graphic files are required for all files.

Minimum resolution of 300 dpi at 100% is required.

Store all documents in one self-extracting Stuffit or zip folder.

Submissions: All submissions must be accompanied by a hard-copy proof and complete format details.

TRANSMIT DIGITAL FILES VIA FTP

<ftp://natcomproduction.com>

Username: golfuser

Password: golf

SEND FILES VIA MAIL

Golf Illustrated, Attn: Ad Coordinator

12818 S. Memorial Dr., Ste 100 Bixby, OK 74008

STANDARD AD SIZES (with bleed)

Full Page	8.25" x 10.75" (7.75" x 10.25" live area)
Spread	16.25" x 10.75"
2/3 Page (Vertical)	4.75" x 10.75" (4.5" x 10.25" live area)
1/2 Page (Horizontal)	8.25" x 5.375" (7.75" x 5" live area)
1/3 Page (Vertical)	2.75" x 10.75" (2.5" x 10.25" live area)
1/3 Page (Square)	4.625" x 4.75"
1/4 Page	3.375" x 4.75"
1/4 Page (Square)	4.625" x 3.75"
1/6 Page	2.25" x 4.75"

ISSUE RESERVATION & CLOSING DATES

ISSUE	DEADLINE	MATERIALS	SALE
January/February	11-9-09	11-16-09	1-5-10
March/April	1-12-10	1-19-10	3-2-10
May/June	3-12-10	3-19-10	4-27-10
July/August	5-11-10	5-18-10	6-22-10
September/October	7-12-10	7-19-10	8-24-10
Novemeber/December	9-10-10	9-17-10	10-26-10