

## PRINT

**Golf Course Industry** will calculate custom, bundled print rates based on your specific branding needs and your combined print and digital program with us. We also offer better rates for clients working with our GIE Media sister publications. Call us today to talk about your needs and we'll develop the right integrated program at the right price to help you drive your sales in the golf course market.

**Mechanical Requirements:** Saddle stitched, three columns to a page. Paper stock: Machine coated, 50-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7<sup>7</sup>/<sub>8</sub>" x 10<sup>1</sup>/<sub>2</sub>".

**Digital Files and Specifications For Print:** High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload. For information, contact Caitlin McCoy at 216-393-0244 or at [cmccoy@gie.net](mailto:cmccoy@gie.net).

**Special Regional and Demographic Advertising Rates:** Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

### Ad Sizes (Non-Bleed)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/6 Page Vertical	2 3/16"	4 7/8"
1/6 Page Horizontal	4 1/2"	2 3/8"

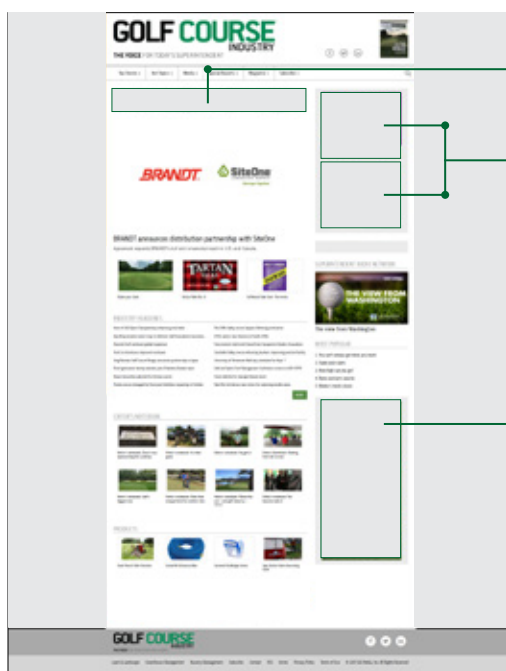
## DIGITAL

Website	
<b>Leaderboard</b>	\$1,699
<b>Prime Plus Square</b>	\$845
<b>Prime Tower</b>	\$1,599
<b>Light Box</b>	\$4,799

All prices are net rates.

eNewsletters	
<b>Prime Plus Square</b>	\$1,199
<b>Bottom Leaderboard</b>	\$599
<b>Sponsored Feature</b>	\$1,599

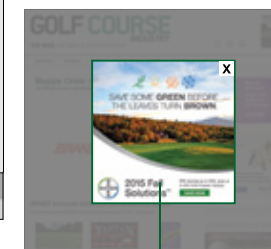
All prices are net rates.



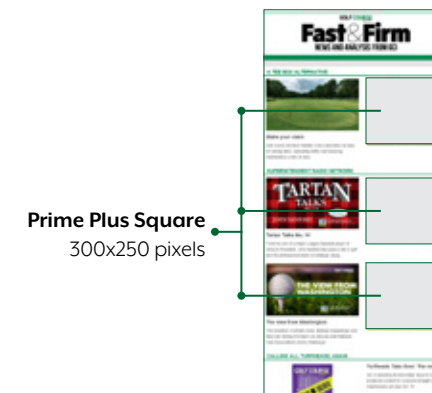
**Leaderboard**  
728x90 pixels

**Prime Plus Square**  
300x250 pixels

**Prime Tower**  
300x500 pixels



**Lightbox**  
500x500 pixels



**Prime Plus Square**  
300x250 pixels



**eBlast pricing:** \$1,150 initial setup, includes 2,000 emails. \$18 per email thereafter. Our third party email list is roughly 9,000 emails.



Have a question about rates, materials, deadlines or bundled programs? Contact Russ or Craig:



**Russ Warner**  
National Account Manager  
[rwarner@gie.net](mailto:rwarner@gie.net)  
216-393-0293



**Craig Thorne**  
Account Manager  
[cthorne@gie.net](mailto:cthorne@gie.net)  
216-393-0232



**Caitlin McCoy**  
Advertising Production Coordinator  
[cmccoy@gie.net](mailto:cmccoy@gie.net)  
216-393-0244