

## 2017 Editorial Calendar

	AGRONOMICS	PESTS & DISEASE	WATER & IRRIGATION	SPOTLIGHT
<b>January</b>	Poa	2017 Pest & Disease Forecast	Pump Stations	Non-Golf Areas
<b>February</b>	Spring Nutrition	Anthracnose	Pond Pests	Bunkers
<b>March</b>	Winter Kill	Grub Control	Irrigation Heads	Mowing
<b>April</b>	Topdressing & Cultivation	Patch Disease	Irrigation System Maintenance	Aeration & Coring
<b>May</b>	Greens Management	Nematodes	Pond Management	Spreaders & Sprayers
<b>June</b>	PGRs	Pythium	Drainage	Carts & Batteries
<b>July</b>	Heat Stress	Disease Suppression	Irrigation Data Management	Sharpening & Grinding
<b>August</b>	Dyes & Colorants	Southern Pest & Disease Forecast	Water Quality	Tee Boxes
<b>September</b>	Fall Nutrition	Fall Applications	Irrigation System Overhaul	Greens Covers
<b>October</b>	Topdressing & Cultivation	Four-Legged Critters	Nozzles	Heavy Equipment
<b>November</b>	Fairways	Insects	Probes & Handheld Meters	Tree Care
<b>December</b>	The Turfhead Issue	Readers	Take	Over!

Each issue closes about the 15<sup>th</sup> of the prior month. Materials are due around the 25<sup>th</sup>. GCI mails about the 12<sup>th</sup> of each month. Production question? [Contact your GCI Rep.](#)



Have a question about a topic, a story idea or a press release to submit? Contact our editorial team:

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## PRINT

**NEW!** 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 $\frac{7}{8}$ " x 10 $\frac{1}{2}$ ".

**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.

**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"
$\frac{2}{5}$ Page	4 $\frac{1}{2}$ "	10"
$\frac{1}{2}$ Page Island	4 $\frac{1}{2}$ "	7 $\frac{1}{2}$ "
$\frac{1}{2}$ Page Horizontal	7"	4 $\frac{7}{8}$ "
$\frac{1}{2}$ Page Vertical	3 $\frac{3}{8}$ "	10"
$\frac{1}{3}$ Page Square	4 $\frac{1}{2}$ "	4 $\frac{7}{8}$ "
$\frac{1}{3}$ Page Vertical	2 $\frac{3}{16}$ "	10"
$\frac{1}{4}$ Page Square	3 $\frac{3}{8}$ "	4 $\frac{7}{8}$ "
$\frac{1}{4}$ Page Horizontal	7"	2 $\frac{3}{8}$ "
$\frac{1}{6}$ Page Vertical	2 $\frac{3}{16}$ "	4 $\frac{7}{8}$ "
$\frac{1}{6}$ Page Horizontal	4 $\frac{1}{2}$ "	2 $\frac{3}{8}$ "

## DIGITAL

Website	
<b>Leaderboard</b>	\$1,549
<b>Prime Plus Square</b>	\$775
<b>Prime Tower</b>	\$1,485
<b>Light Box</b>	\$3,599
<b>In-Line / Category Ad</b>	\$1,650 per month per category

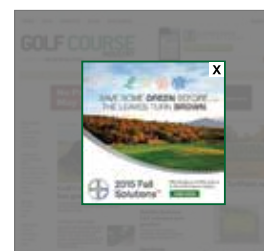
eNewsletters	
<b>Prime Plus Square</b>	\$1,115
<b>Bottom Leaderboard</b>	\$545
<b>Sponsored Feature</b>	\$1,500



**Leaderboard**  
728x90 pixels

**Prime Plus Square**  
300x250 pixels

**Prime Tower**  
300x500 pixels

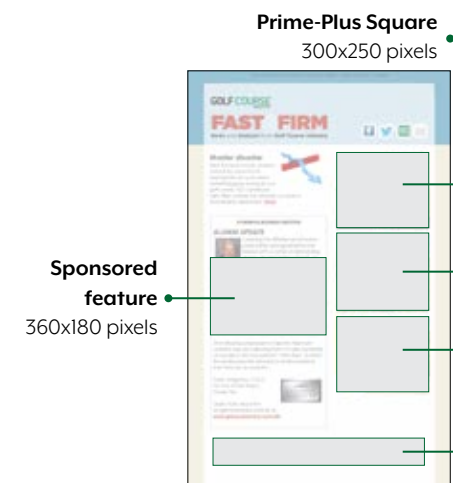


**Lightbox**  
500x500 pixels



**Smartphone Static Banner**  
320x50 pixels

**In-line / Category Rectangle**  
300x250 pixels



**Prime-Plus Square**  
300x250 pixels

**Sponsored feature**  
360x180 pixels

**Bottom Leaderboard**  
728x90 pixels



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



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