

ON COURSE

Advertisement Specifications

Advertisements are due on the 10th of the month prior to the month of publication. PDF files are the preferred digital format.
Email to: luke@magcs.org

Printing Specifications

Trim Size: 8.5" X 11"

Halftone Linescreens: 150

DPI: 266-300

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| Full/Cover Page 8.75"x 11.25" (includes 0.125 bleed) \$875 | Two Page Spread 17.25"x 11.25" (includes 0.125 bleed) \$1,700 | |
| Half Page 7.00" x 4.75" (no bleed) \$400 | Quarter Page 3.5" x 4.75" (no bleed)\$275 | Business Card 3.5" x 2.00" (no bleed) \$100 |

DIGITAL FILE REQUIREMENTS

If you cannot submit a file to these specifications please submit a PDF file with all high-resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be CMYK or grayscale and 300 dpi. Include 1/8" bleed with trim/bleed marks and color bars. No application files are accepted. All files from advertisers will be held for one year.

DIGITAL PROOFING REQUIREMENTS

For best color reproduction, an accurate color proof should be provided. All proofs must be produced from the final file submitted and the same application. A laser print is sufficient for black and white advertisements.

POLICIES AND DEADLINES

All advertising is subject to the approval of the publisher (Midwest Association of Golf Course Superintendents, Inc.). The advertiser and or/advertising agency assume liability for all contents of advertising and any claims against publisher as a result of the advertisement. If artwork cannot be provided by the stated deadlines, **On Course** will run most recent artwork submitted. Artwork due by the 10th of the month prior to the month of publication.