

THROUGH THE GREEN

Official Publication of the Georgia Golf Course Superintendents Association

Dear Advertiser:

On behalf of the Georgia Golf Course Superintendents Association it is my pleasure to invite your company to be part of a fresh new look for *Through The Green* for 2018. Our flagship publication will undergo its own "renovation" this fall ready for launch with our first issue of the New Year.

We are proud to extend this opportunity for you to deliver your message to each and every one of our members. The magazine lands on the desks of people who are central to purchasing decisions large and small. That means our advertisers are seen, their messages are heard and their support is appreciated by the people who matter most to their business.

Starting in January, those readers will see a magazine that will be re-energized with a redesign. The facelift aims to make even more of the news, issues and people that are the most relevant and the most recognizable to the golf course maintenance industry in our state.

Please note - for the first time in more than a decade - we have been forced to increase our pricing, by about five percent, to keep pace with the cost of doing business. We are extremely proud to have kept such a grip on pricing for so long but printing and delivery costs have risen to a point where this move was necessary.

Our popular partnership program, which allows you to streamline your dealings with the association, is once again on offer. By bundling purchases like advertising and event sponsorships, industry partners receive a significant discount versus buying a la carte. This program - in which pricing remains unchanged - also saves companies on administrative time because it requires just one transaction per year instead of many.

Please review the materials that follow and do not hesitate to call me if you have any questions at all. The support of our industry partners is critical to the success of the Georgia GCSA. It is a credit to companies like yours that we are able to provide the range of quality services that we do for our members. I assure that is not something we will ever take for granted.

We look forward to working with you in 2018.

Tenia S. Workman
Executive Director, Georgia GCSA

P.S. Please note that all contracts should be returned to the Georgia GCSA offices along with accounting or billing questions.



Georgia GCSA Headquarters
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Circulation

Through The Green is published six times a year by the Georgia Golf Course Superintendents Association. Distribution is by third class mail. Each Georgia GCSA member receives a copy addressed by name and mailed to the address of his or her choice. Additional copies are distributed to golf course superintendents, golf course general managers and greens chairman, personnel of universities with turfgrass programs, golf course architects, builders, contractors, suppliers and libraries. Total circulation is approximately 1,000.

Advertising Rates—Call to reserve for 2018 today.

SIZE 1-2 ISSUES 3-4 ISSUES 5-6 ISSUES

Black & White (Includes spot green)

1/6 page	\$220	\$215	\$205
1/3 page	\$336	\$318	\$305
1/2 page	\$410	\$389	\$368
2/3 page	\$444	\$420	\$399
Full page	\$521	\$495	\$468

Four Color (non-metallic only)

1/6 page	\$620	\$609	\$598
1/3 page	\$740	\$720	\$706
1/2 page	\$798	\$777	\$756
2/3 page	\$812	\$788	\$767
Full page	\$888	\$863	\$836
Inside Back Cover	N/A	N/A	\$1046
Inside Front Cover	N/A	N/A	\$1,150*
Back Cover	N/A	N/A	\$1,260*

*Six (6) Issue Rate ONLY.

Ad rates are net. Advertising agencies must add their commissions to these rates. See contract for more information.

2018 Production Schedule

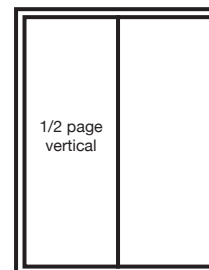
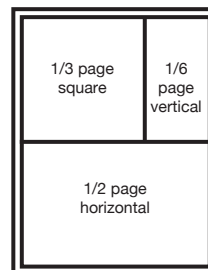
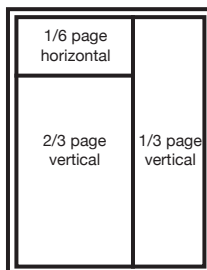
ISSUE	Ad Deadline	Mailing Date
January-February	November 17 (2017)	December 22
March-April	January 12	February 16
May-June	March 16	April 20
July-August	May 18	June 22
September-October	July 20	August 17
November-December	September 21	October 19

Terms & Conditions

A signed contract is required to receive multiple issue rates. Published rates apply when materials are provided in the format(s) listed above. Ads submitted in any other form are subject to production charges of \$50.00 per hour for requested conversions and/or corrections. **Note: Black and white ads must be provided as black and white copy otherwise the ad will be run and billed at the color rate.**

Ad Sizes

SIZE	ORIENTATION	WIDTH	HEIGHT
1/6 page	Vertical	2 1/4"	4 7/8"
1/6 page	Horizontal	4 7/8"	2 1/4"
1/3 page	Vertical	2 1/4"	10"
1/3 page	Square	4 7/8"	4 7/8"
1/2 page	Vertical	4 7/8"	7 1/2"
1/2 page	Horizontal	7 1/2"	4 7/8"
2/3 page	Vertical	4 7/8"	10"
Full page	Trim Size	8 1/2"	11"
Full page	Bleed	8 3/4"	11 1/4"



Mechanical Requirements

Please supply us with your working files (Preflighted) in one of the following formats:

- (1) Native InDesign files (include all artwork, EPS files, TIFF files, PICT files and all fonts)
- (2) PRINT OPTIMIZED PDF's (Please embed all fonts)
Black & White PDF's - all files embedded in PDF must be black & white
Color PDF's - must not contain RGB, LAB or Indexed colors - only CMYK
- (3) Adobe Illustrator files (please outline all fonts and include or embed all EPS or TIFF images)
- (4) EPS or TIFF - not recommended for ads with small type (We will not be able to make any production changes to these formats).

Please ensure that all colors are defined as process (CMYK), unless a spot color is specified. All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding. Gray scale and color images should be scanned at a minimum line-screen of 266 dpi.

We prefer that you send files digitally, but we can support Apple Macintosh compatible DVDs and CD-ROMs. To avoid transportation problems and to reduce file size please use the file compression program STUFFIT when possible.

Advertising Policies

All ads are subject to approval by the Georgia GCSA. No ads will be accepted which portray unsafe or otherwise unprofessional golf course maintenance procedures.

The advertiser agrees to indemnify and protect the Georgia GCSA from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Contact Information

Advertising
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Editor
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2018 Advertising Contract

Through the Green is hereby authorized to publish an ad with the following specifications:

Issue	Ad Size (choose one) 1/6, 1/3, 1/2, 2/3 or Full Page	Ad Color (Choose one) Black & White (includes Pantone 364 green), 1-color or 4-color
January/February		
March/April		
May/June		
July/August		
September/October		
November/December		

Please Note! If you plan to run multiple ads in any one issue of the magazine, please fill out a separate ad contract for each ad.

Advertising in Through the Green will cost \$_____ per issue based on the above agreement.

How would you like us to send your ad reminders in 2018? E-mail Fax (select one)

Terms & Conditions

- In order to receive multiple issue rates, this contract must be returned before publication of the first issue that includes your ad.
- Payment is due within 30 days of receipt of statement and proof of publication. A service charge of 1.5% per month will be charged to all accounts 30 days or more past due. Payment is required in advance for all first-time advertisers except those working through advertising agencies with previously-established credit with Georgia GCSA.
- No cancellations will be accepted after ad deadlines are passed. All cancellation must be in writing. Cancellations that disqualify the advertiser for a multiple-issue rate will cause ads already run under those rates to be re-billed at the single rate issue of 1.5% per month applied to the unpaid balances.
- Submission of ads is the responsibility of the advertiser. Copy from the last insertion will be run if new copy is not received by the closing date. If a previously-run ad is not available, the advertiser is liable for the cost of the contracted space not used.**
- Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
- In the event that payment is not made by the advertiser in accordance with conditions of this contract, the advertiser agrees to pay for legal fees incurred by the publisher, including but not limited to attorneys fees, collection agency fees, court costs or other costs associated with procuring contracted fee.
- The publisher shall not be liable to the advertiser for delays in publication production, damages resulting from failure to include all of any said items of advertising, or from errors in advertising, in excess of the monies paid for such advertising for the issue in which the error or omission occurs.

I hereby warrant that I have read the contract conditions and that I have full power and authority to place advertising for the below named firm.

Company Name (as it will appear in Ad Index)

Advertiser's Telephone (please include area code)

Billing Address

Advertiser's Fax (please include area code)

City, State, Zip

Authorized Signature Date

Advertiser's E-mail

Contact Name (please print)

Mail, e-mail or fax contract to: Georgia GCSA Headquarters • PO Box 310 • 25 South Carolina St. • Hartwell, GA 30643
Fax (706) 376-7573 • allison@ggcsa.com