

# 2012 RATE CARD

## 2012 PRINT RATES

### Frequency Discounts\*

Size	1x	6x	12x	18x	24x
Spread	\$10,525	\$9,295	\$8,495	\$8,215	\$7,720
Full Page	5,415	4,790	4,375	4,230	3,975
½ Page	4,335	3,835	3,600	3,385	3,185
½ Island	3,420	3,025	2,840	2,670	2,510
¼ Standard	2,855	2,520	2,365	2,260	2,095
¼ Page	2,055	1,815	1,705	1,605	1,505
¼ Page	1,600	1,415	1,325	1,245	1,175
¼ Page	1,250	1,105	1,035	980	915

Covers*	6x	12x	18x	24x
2nd Cover	\$5,015	\$4,510	\$4,245	\$4,000
3rd Cover	4,545	4,310	4,045	3,800
4th Cover	5,505	5,045	4,725	4,445

Color Charges*	Single Page	Spread
Standard	\$578	\$893
Matched Color, Extra	683	998
Matched, Metallic Color	683	998
Four-Color Process, Extra	998	1,313

\*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*.



**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 8 1/4" x 10 7/8".

**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 1/4"	10"
½ Page Island	4 1/2"	7 1/2"
½ Page Horizontal	7"	4 7/8"
½ Page Vertical	3 3/8"	10"
¼ Page Square	4 1/2"	4 7/8"
¼ Page Vertical	2 3/16"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Vertical	2 3/16"	4 7/8"
¼ Page Horizontal	4 1/2"	2 7/8"

## 2012 INTERACTIVE RATES



### WEB ADVERTISING

#### Leaderboard Advertisement 728x90 pixels

10K Impressions	\$600
30K Impressions	\$1,685
60K Impressions	\$3,240

#### Prime-Plus Square Advertisement 300x250 pixels

10K Impressions	\$460
30K Impressions	\$1,340
60K Impressions	\$2,600



### E-NEWSLETTERS

#### Prime-Plus Top 300x250 pixels

1x	12x	24x	52x
\$680	\$610	\$470	\$340

#### Prime-Plus Bottom 300x250 pixels

1x	12x	24x	52x
\$540	\$490	\$380	\$270

#### Bottom Leaderboard 728x90 pixels

1x	12x	24x	52x
\$335	\$305	\$235	\$170

For target market advertising opportunities in our monthly specialty e-newsletters, visit [mediakit.golfcourseindustry.com](http://mediakit.golfcourseindustry.com) or consult your advertising representative.



### DIGITAL EDITION

Display Ad	Print + 6% premium
Front Page Sponsorship	\$500
Video/Audio Enhancement	\$500 per ad
Pop-up Ad (300x300 pixels)	\$1,765

Flyouts, Animated Ads, Floating Ads and Tearbacks also available and priced upon request. See our digital media kits for examples.

# GOLF COURSE INDUSTRY.

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