

Golf Course Builders Association of America

2008 MEMBERSHIP DIRECTORY AD SPECIFICATIONS

Distribution of 2000 copies to All GCBAA Members, Architects, Allied Associations, Media, Key Superintendents, Key Golf Industry Executives and at the Golf Industry Show

ART GUIDELINES

Preferred submission is an original photo for scanning, mailed to GCBAA.

Also accepted for logo work and photographs:

Jpeg, Tiff, or Photoshop files on zip disk, floppy, or cd

- Greyscale and CMYK ≥ 300 dpi
- Bitmap images ≥ 600 dpi

Do not increase the resolution on a file that is of insufficient resolution. Depending on the format, the original image must be 300 dpi or 600 dpi.

Digital images (JPG, TIFF), emailed as attachments to GCBAA.

- Greyscale and CMYK ≥ 300 dpi
- Bitmap images ≥ 600 dpi

NOT ACCEPTED:

Embedded Images.

Low resolution digital images.

Images on a website (unless physical size is at least 8" wide).

TEXT GUIDELINES

Preferred text submission is as a PC Word email attachment or on a PC-formatted floppy, zip disk, or cd.

Also accepted:

In-line. Typed in the body of an email.

PDF. As a pdf (for text only).

Simple Text. As a simple text document.

URL. As a URL to a web page (for text only).

NOT ACCEPTED (unless previously discussed with GCBAA):

Fax. A fax of the copy.

Printout. A printout or photocopy of the copy.

Questions? Please contact Paul Foley at GCBAA.

Tel 402-476-4444
Fax 402-476-4489
Email paul_gcbaa@alltel.net

SPACE RESERVATION DUE:

January 11, 2008

PAYMENT & MATERIALS DUE:

February 1, 2008

RATES & SIZES

Ads are sold in full-page and half-page increments only. Typesetting services are not available. Spiral-bound color directory is 6" x 9."

Half Page \$600

NON-BLEED: 5" wide x 4" high

BLEED: 6" wide x 4.5" high

Full Page \$1,050

NON-BLEED: 5" wide x 8" high

BLEED: 6" wide x 9" high

Back of Index Tabs . . . \$1,400

(FULL PAGE ONLY)

Inside Covers \$1,800

(FULL PAGE ONLY)

Full, Back Cover \$2,100

(ASSOCIATE MEMBER ONLY)

Membership Directory Ad Space Reservation Form

Ad Size: 1/2 pg. Full pg. Back of Index Tab Inside Front Cover Inside Back Cover Back Cover

Ad Color: Black & White 4-color process Other (2-color, etc.) _____

Name _____ Email Address _____

Company Name _____ Tel _____ Fax _____

Reservation Form: Fax or Mail to Paul Foley ▪ **Materials:** Mail or Email to Paul Foley
727 "O" Street ▪ Lincoln, NE 68508 **Tel** 402-476-4444 **Fax** 402-476-4489 **Email** paul_gcbaa@alltel.net