

earthshapingnews

Published Quarterly by the Golf Course Builders Association of America

Page 1 of 2

GCBAA Advertising Rates for 2008

1/12 OR 1/15 PAGE AD

If ad runs in one issue:

B&W \$250 per ad per issue
4-color \$275 per ad per issue

If ad runs in two issues:

B&W \$240 per ad per issue
4-color \$260 per ad per issue

If ad runs in four issues:

B&W \$220 per ad per issue
4-color \$240 per ad per issue

1/8 PAGE AD

If ad runs in one issue:

4-color \$550 per ad per issue

If ad runs in two issues:

4-color \$520 per ad per issue

If ad runs in four issues:

4-color \$450 per ad per issue

1/4 PAGE AD

If ad runs in one issue:

4-color \$950 per ad per issue

If ad runs in four issues:

4-color \$900 per ad per issue

1/2 PAGE AD

If ad runs in one issue:

4-color \$1300 per ad per issue

If ad runs in four issues:

4-color \$1200 per ad per issue

FULL PAGE AD

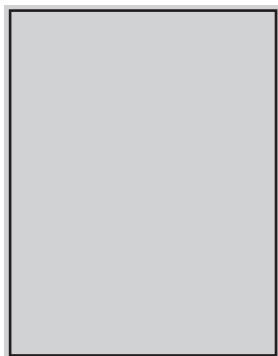
If ad runs in one issue:

4-color \$1950 per ad per issue

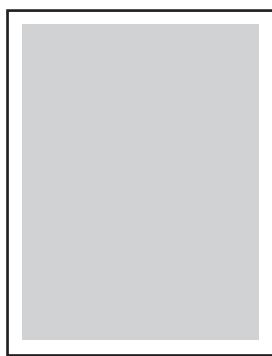
If ad runs in four issues:

4-color \$1800 per ad per issue

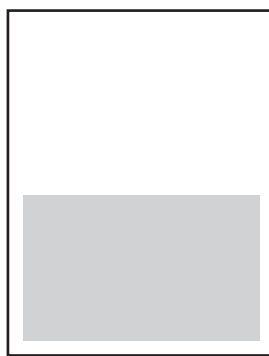
Earth Shaping News Ad Sizes



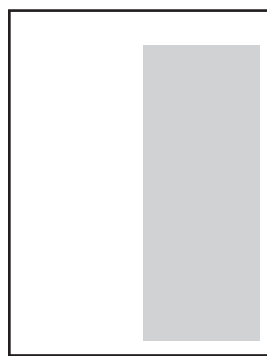
full with bleed
8.75 x 11.25



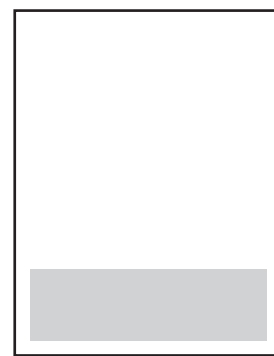
full without bleed
7.5 x 10



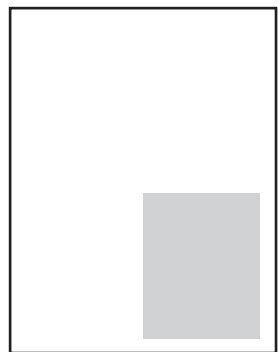
1/2 horizontal
7.5 x 4.6



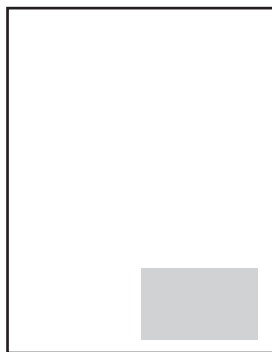
1/2 vertical
3.7 x 9.35



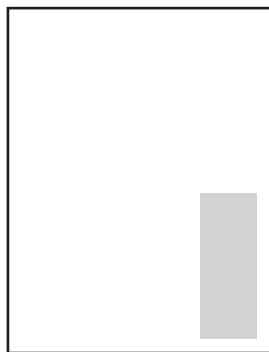
1/4 horizontal
7.5 x 2.25



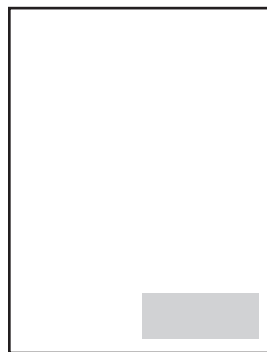
1/4 vertical
3.7 x 4.6



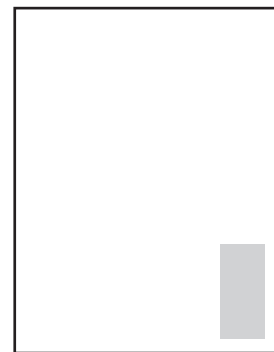
1/8 horizontal
3.7 x 2.25



1/8 vertical
1.8 x 4.6



1/12 horizontal
3.7 x 1.45



1/15 vertical
1.4 x 3

Contact Paul Foley with questions about submission or making an ad reservation.
Tel 402 .476 .4444 Fax 402 .476 .4489 Email paul_gcbaa@alltel.net

Advertising Art & Text Submission Guidelines

ART GUIDELINES

NOTE: Original images must be 300 dpi for a RGB, CMYK, or Greyscale image, and 600 dpi for a Bitmap Image. Do not increase the resolution on a file that is of insufficient resolution.

ACCEPTABLE FORMATS:

- **Hardcopy Photos for scanning**
- **Jpeg, Tiff, or Photoshop files** on zip disk, floppy, or cd. See above for resolution requirements.
- **Email Attachment digital images** (JPG, TIFF). See above for resolution requirements.

UNACCEPTABLE FORMATS:

- **Images embedded in a Word document or a PDF document**
- **Low resolution (72 dpi) digital images**
- **Images on a website** (unless physical size is at least 8" wide)

TEXT GUIDELINES

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

ACCEPTABLE FORMATS:

- **In-line.** In the body of an email
- **PDF.** As a pdf (for text only)
- **Simple Text.** As a simple text doc
- **URL.** As a URL to a web page (for text only)

UNACCEPTABLE FORMATS: (unless discussed w/GCBAA)

- **Fax.** A fax of the copy
- **Printout.** A printout or photocopy of the copy

COPY DEADLINES

1st Quarter: 3/21 • 2nd Quarter: 6/13 • 3rd Quarter: 8/15 • 4th Quarter: 12/12

EARTH SHAPING NEWS Ad Space Reservation Form

SIZE Full 1/2 Pg-H 1/2 Pg-V 1/4 Pg-H 1/4 Pg-V 1/8 Pg-H 1/8 Pg-V 1/15 Pg-H 1/15 Pg-V

COLOR Black & White 4-color process

NUMBER OF ISSUES 1 issue 2 issues 3 issues 4 issues

Your Name _____ Email Address _____

Company Name _____

Phone Number _____ Fax Number _____

Form: Fax or Mail to Paul Foley **Materials:** Email or Mail to Paul Foley

727 "O" Street, Lincoln, NE 68508 TEL 402-476-4444 FAX 402-476-4489 EMAIL paul_gcbaa@alltel.net