

THROUGH THE GREEN

OFFICIAL PUBLICATION OF THE GEORGIA GOLF COURSE SUPERINTENDENTS ASSOCIATION

Dear Advertiser:

The Georgia Golf Course Superintendents Association is proud of our flagship publication, *Through The Green*. Six times a year we use the pages of the magazine to celebrate our members across the state, by telling their stories, looking at their issues and watching them come together at our events.

It is no exaggeration to say we have one of the busiest and most engaged memberships of any regional chapter in the country. And you only need to pick up any issue of *Through The Green* to know that is true. At their facilities, within this association and in their communities, our members are busy making life better and we are proud to bring those stories to light.

So, on behalf of the Georgia GCSA, it is my pleasure to invite your company to join us in the pages of *Through The Green* as an advertiser. It is advertising support from companies like yours that makes this publication possible and our members are well aware, and appreciative, of that fact. It is something no one takes for granted.

Your company can be part of this valuable service to members by ordering advertising space à la carte or through our increasingly popular partnership program. This program allows you to streamline your dealings with the association by bundling purchases like advertising and event sponsorships. In this way, industry partners can receive a significant discount versus a series of individual purchases. This program also saves companies on administrative time because it requires just one transaction per year, instead of many.

So, as your company looks towards 2020, please consider the merits of promoting your name and your services at the same time you help us celebrate your customers, the members of the Georgia GCSA. We have come a long way since our founding in 1949 and have some big plans to do better still in the year ahead. Please be a part of it. Do not hesitate to call me if you have any questions at all.

We look forward to working with you in 2020.

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.



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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—Pricing shown is per issue.

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.

2020 Production Schedule

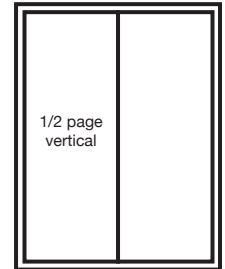
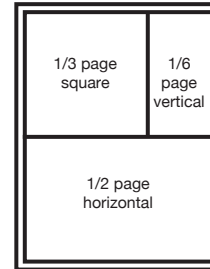
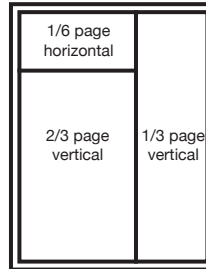
ISSUE	Ad Deadline	Mailing Date
January-February	November 15 (2019)	December 16 (2019)
March-April	January 10	February 10
May-June	March 13	April 13
July-August	May 15	June 15
September-October	July 17	August 17
November-December	September 18	October 16

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

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2020 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 2020? 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.

4. 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