

## ON COURSE

### Advertisement Specifications

Advertisements are due on the 10<sup>th</sup> of the month prior to the month of publication. PDF files are the preferred digital format.  
Email to: [luke@magcs.org](mailto:luke@magcs.org)

#### Printing Specifications

Trim Size: 8.5" X 11"

Halftone Linescreens: 150

DPI: 266-300

<b>Full/Cover Page</b> 8.75"x 11.25" (includes 0.125 bleed) \$800	<b>Two Page Spread</b> 17.25"x 11.25" (includes 0.125 bleed) \$1,700	
<b>Half Page</b> 7.00" x 4.75" (no bleed) \$365	<b>Quarter Page</b> 3.5" x 4.75" (no bleed) \$215	<b>Business Card</b> 3.5" x 2.00" (no bleed) \$95

#### DIGITAL FILE REQUIREMENTS

If you cannot submit a file to these specifications please submit a PDF file with all high-resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be CMYK or grayscale and 300 dpi. Include 1/8" bleed with trim/bleed marks and color bars. No application files are accepted. All files from advertisers will be held for one year.

#### DIGITAL PROOFING REQUIREMENTS

For best color reproduction, an accurate color proof should be provided. All proofs must be produced from the final file submitted and the same application. A laser print is sufficient for black and white advertisements.

#### POLICIES AND DEADLINES

All advertising is subject to the approval of the publisher (Midwest Association of Golf Course Superintendents, Inc.). The advertiser and or/advertising agency assume liability for all contents of advertising and any claims against publisher as a result of the advertisement. If artwork cannot be provided by the stated deadlines, **On Course** will run most recent artwork submitted. Artwork due by the 10<sup>th</sup> of the month prior to the month of publication.