



THE ROCKY MOUNTAIN REPORTER

2008 ADVERTISING RATES AND SPECIFICATIONS

RMGCSA sends out eight issues per year - Mar/Apr 2008 thru Dec/Jan/Feb 2009 (combined issues are Mar/Apr, Oct/Nov & Dec/Jan/Feb). Please consider enhancing your business in over 30 states by advertising in *The Reporter*. *The Reporter* is currently 830 circulation in 30 states.

ADVERTISING RATES FOR CAMERA READY COPIES ONLY. (TYPESETTING EXTRA)

Display Ad Sizes:

- | | | |
|---|----------------------------|----------------------------|
| <input type="checkbox"/> 1/8 page (W: 3 11/16" H: 2 3/8") | \$725.00/8 issues | \$150.00/issue |
| <input type="checkbox"/> 1/2 page (W:7 7/8" H: 5.0") | \$5,750.00/8 issues | \$920.00/issue |
| <input type="checkbox"/> Inserts (8 1/2" x 11")
(Insert Advertisers must supply (830) copies of insert material) | \$500.00 member | \$750.00 non-member |

Additional Specs and Charges

No Borders (ads will be placed in one)

Acceptable Formats: TIFF, JPEG or PDF files. (PDF files can be sent only if they are preformatted and camera ready, changes can not be made to these file types.)

Typesetting: \$65.00/hour

PMS Green used in Publication: \$35.00/year

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

- Please indicate if you would like the use of the PMS Green in your ad
- Please reuse my ad from 2006.

2008 Ad Deadlines are as follows (for single issue advertisers):

<u>To Advertise In:</u>	<u>We need info by:</u>
MAR/APR Issue	2/10/08
MAY issue	4/10/08
JUN issue	5/10/08
JUL issue	6/10/08
AUG issue	7/10/08
SEPT issue	8/10/08
OCT/NOV issue	9/10/08
DEC/JAN/FEB issue	11/10/08



MEMBERSHIP DIRECTORY

2008 ADVERTISING RATES AND SPECIFICATIONS

Dear RMGCSA Member,

The Rocky Mountain Golf Course Superintendents Association is offering the following advertising opportunities for the 2008 Membership Directory. Specifications and rates are listed below. Reservation deadline for space in the 2008 Directory is January 10, 2008. For further information contact the RMGCSA office at 888-576-4272 voice & 303-458-0002 fax. To make reservations fax or mail this form.

Gary Leeper,
Executive Director

ADVERTISING RATES FOR CAMERA READY COPIES ONLY. (TYPESETTING EXTRA)

AD SIZE: Full Page Only 4.5" width x 7.5" height

AD FORMAT: TIFF or JPEG. Artwork/layout provided at \$65.00/hr plus materials as needed.

Contact Name: _____ Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

RATES:

<u>Location/Section</u>	<u>Member</u>	<u>Non-Member</u>
Inside Front Cover	\$575.00	\$1150.00
1st Page - Front	\$575.00	\$1150.00
1st Page - Back	\$575.00	\$1150.00
Outside Back Cover	\$575.00	\$1150.00

Alpha Last Name - Section

Page before Tab	\$230.00	\$460.00
Front of Tab	\$460.00	\$920.00
Back of Tab	\$460.00	\$920.00
1st Section Page	\$230.00	\$460.00

Alpha by Affiliate - Section

Page before Tab	\$230.00	\$460.00
Front of Tab	\$460.00	\$920.00
Back of Tab	\$460.00	\$920.00
1st Section Page	\$230.00	\$460.00

Alpha by Employer - Section

Page before Tab	\$230.00	\$460.00
Front of Tab	\$460.00	\$920.00
Back of Tab	\$460.00	\$920.00
1st Section Page	\$230.00	\$460.00

By-Laws - Section

Page before Tab	\$230.00	\$460.00
Front of Tab	\$460.00	\$920.00
Back of Tab	\$460.00	\$920.00
1st Section Page	\$230.00	\$460.00

Reporter Advertisers may take a 30% discount off these prices.

Rocky Mountain Golf Course Superintendents Association

AD SPECIFICATIONS

For Ad Submission:

The preferred file formats will be either **TIFF or JPEG**. PDF files are acceptable as long as they are camera-ready and are formatted to ad specifications. No changes can be made to a PDF file.

Acrobat PDF files should have all text embedded, however with that said, if the font is not available we will have to substitute fonts for final output.

Web Images: Images that are collected from web pages are in low resolution (72dpi) and do not output cleanly for printing. These images are made for Web design and are not intended for printing purposes. Optimal resolution for offset printing is 300dpi at size.

GETTING YOUR JOB PRINT READY

When supplying digital files to us, all files, source files, and fonts need to be included. These are the necessary components that the application file will need when sending to the imagesetter. A hard copy is also necessary to ensure what we output matches your layout.

SCANNED IMAGES

Photos need to be 300dpi at finished size to get optimum results when printed. Images that are less than 300dpi if scaled down can be used. Example: a 150dpi image scaled down to 50% of original size will output as a 300dpi image. The dpi is now doubled because it has been reduced in size and now meets the 300dpi criteria. Files that do not fall within this criteria may not meet the customers quality expectations. We will convert all photos to grayscale and adjust brightness/contrast and density.

Line Art (solids, black & white) usually will be scanned at a high 1200dpi resolution as line art. In Photoshop the file will be in Bitmap mode and should be saved as a TIFF. Images that are scanned in a lower resolution may show jagged edges and may not look as clean.

TYPES OF IMAGES

Vector Images: are comprised of lines and curves and therefore, print crisp and clear no matter what size. Files built from Adobe Illustrator are vector images.

Raster Images: are not scalable to the same degree as vector images but can be edited in programs like Photoshop or other paint programs. Raster images are made by the arrangement of dots (pixels) of different color or tone value. When these images are scaled to large, you will begin to see the pixels and images will become bitmapped in appearance.

We can also accept hard copy output, scan and place those files if necessary.