Rocky Mountain Chapter
GCSAA
GOLF COURSE SUPERINTENDENTS ASSOCIATION OF AMERICA

3030 West 81st Avenue • Westminster, CO 80031 • 303-255-9611 • Fax 303-458-0002 • info@rmgcsa.org

2010 Membership Directory and *The Reporter* Advertising Rates and Specifications

The Rocky Mountain Golf Course Superintendents Association is offering the following advertising opportunities for the 2010 Membership Directory as well as *The Reporter*. *The Reporter* has eight issues per year - Mar/Apr 2010 thru Dec/Jan/Feb 2011 (combined issues are Mar/Apr, Oct/Nov & Dec/Jan/Feb). Please consider enhancing your business in over 30 states by advertising in the RMGCSA publications. Both the Directory and *The Reporter* are 830 circulation in 30 states. **Reserve your space for the 2010 Directory by Dec. 28, 2009.** To reserve space, fax or mail your completed contract with payment.

ADVERTISING RATES LISTED ARE FOR CAMERA READY COPIES ONLY (TYPESETTING EXTRA - $65.00/HR)

THE REPORTER

Non-members, please add 30% to the rates below

DISPLAY AD SIZES:

- ❑ **Yes, screen my Ad with PMS Green $280/year**
- ❑ 1/8 Page (W: 3 11/16" H: 2 3/8") $725/8 issues $150/issue
- ❑ 1/2 Page (W: 7 7/8" H: 5.0") $5750/8 issues $920/issue
- ❑ Inserts (W: 8 1/2" H: 11") $500/per page

(Advertisers must supply (830) copies of insert material)

Reporter Advertisers may take a 20% discount off Directory Advertising

WEBSITE ADVERTISING

Website Homepage - Banner under the main header
*On average we receive 460 hits to our website per month

- ❑ $300.00 per month
- ❑ $600.00 for 6 months
- ❑ $900.00 for one year

MEMBER DIRECTORY

FULL PAGE ONLY 4.5"X7.5"

RATES:

Location	Member	Non-member
❑ 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		
❑ 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		
❑ 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 Company		
❑ 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
Colorado Course by Region		
❑ 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		
❑ 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

❑ Please use my ad from 2009.

Contact Name: _____ Company: _____

Address/City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

AMEX/Visa/MasterCard: _____ Exp. Date: ___/___ Total $_____

Signature: _____ Billing Address/Zip: _____

Rocky Mountain Golf Course Superintendents Association

AD SPECIFICATIONS

2009 REPORTER AD DEADLINES ARE AS FOLLOWS (FOR SINGLE ISSUE):

To Advertise in:	We need ad by:
MAR/APR Issue	2/01/10
MAY Issue	4/01/10
JUNE Issue	5/01/10
JULY Issue	6/01/10
AUGUST Issue	7/01/10
SEPTEMBER Issue	8/01/10
OCT/NOV Issue	9/01/10
DEC/JAN/FEB Issue	11/01/10

FOR AD SUBMISSION:
The preferred file formats will be EPS or TIFF. All images should be at least 150dpi or higher.

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.