

# CAROLINAS

## GCSPA



# MEDIA KIT



# CAROLINAS GOLF COURSE SUPERINTENDENTS ASSOCIATION

103 Edgemont Avenue • P.O. Box 210 • Liberty, South Carolina 29657-0210  
800-476-4272 • 864-843-1150 • Fax: 864-843-1149 • info@cgcsa.org • www.carolinasgcsa.org

The Carolinas GCSA would like to thank you for your interest in supporting the association through advertising opportunities. As an association we are proud to offer a myriad of advertising opportunities for companies whose intent is to be seen in the Southeast and especially have their brand represented in the Carolinas.

Included in this packet you will find opportunities in our magazine *Carolinas Green*, a must read in the superintendents eyes throughout North and South Carolina and beyond.

Also, we are offering advertising opportunities in our e-newsletter, membership directory, conference program, and conference onsite guide. For current advertisers, we now have social media opportunities available. See details on last page.

Please take a moment and review the enclosed rate sheets and publication specs. If you have any questions about anything included here, please contact:

- Angie Davis - Office Manager/Ad Sales Director, Carolinas GCSA  
864-843-1150 or adavis@cgcsa.org

All of the members of the Carolinas GCSA thank you in advance for your continued support and assistance in continuing to provide quality member services and products throughout the Carolinas.

Sincerely,

Tim Kreger  
Executive Director, Carolinas GCSA



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# CAROLINAS GREEN ADVERTISING RATES

AD SIZES	1X ISSUES		3X ISSUES		6X ISSUES	
	B/W	FULL COLOR	B/W	FULL COLOR	B/W	FULL COLOR
1/6 PAGE	\$318	\$762	\$303 per issue	\$748 per issue	\$287 per issue	\$732 per issue
1/4 PAGE	\$351	\$795	\$332 per issue	\$777 per issue	\$316 per issue	\$760 per issue
1/3 PAGE	\$414	\$859	\$393 per issue	\$838 per issue	\$373 per issue	\$817 per issue
1/2 PAGE	\$445	\$889	\$423 per issue	\$868 per issue	\$401 per issue	\$846 per issue
2/3 PAGE	\$478	\$922	\$454 per issue	\$898 per issue	\$431 per issue	\$875 per issue
FULL PAGE	\$541	\$986	\$513 per issue	\$958 per issue	\$487 per issue	\$931 per issue

\*6X rates require 6 consecutive issue contract at initial signing. Ads may be changed from issue to issue.

## PRODUCTION SCHEDULE

ISSUE	AD DEADLINE*	MAILING DATE
Jan-Feb	Nov 15	Jan 1
March-April	Jan 15	March 1
May-June	March 15	May 1
July-August	May 15	July 1
Sept-Oct	July 15	Sept 1
Nov-Dec	Sept 15	Nov 1

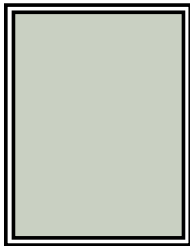
If you wish to have our graphic designer create an ad, allow an additional 2 weeks

**CIRCULATION:** Carolinas Green is published bi-monthly by the Carolinas Golf Course Superintendents Association. Electronic version of magazine is accessible from our website [www.carolinasgcsa.org](http://www.carolinasgcsa.org) with links to your company's website. Carolinas Green is distributed to approximately 2,200 golf course management decision makers in North and South Carolina.

## 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.

## ADVERTISING SPECS

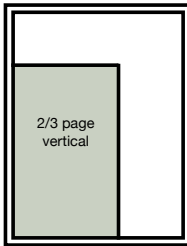


### FULL PAGE

No-Bleed  
7.5" x 10"

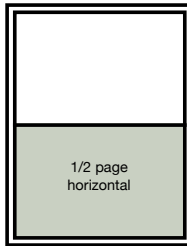
Trim Size  
8.5" x 11"

Bleed  
8.75" x 11.25"



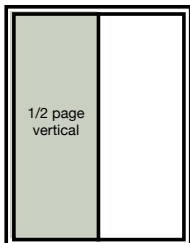
### 2/3 PAGE

3.875" x 10"



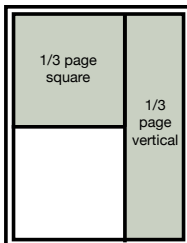
### 1/2 PAGE

Horizontal  
7.5" x 4.875"



### 1/2 PAGE

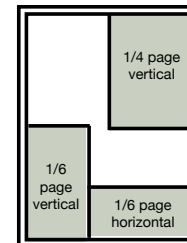
Vertical  
4.875" x 10"



### 1/3 PAGE

Vertical  
2.25" x 10"

Square  
4.875" x 4.875"



### 1/4 PAGE

3.625" x 4.75"

### 1/6 PAGE

Vertical  
2.25" x 4.875"

Horizontal  
4.875" x 2.25"

## MECHANICAL REQUIREMENTS

Please supply us with your working files (Preflighted) in one of the following formats. All ads should be furnished as a high resolution file (300 dpi).

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
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 CANNOT accept ads in the following PC formats: Microsoft Word, Corel, Excel or Power Point.

## IMPORTANT NOTES:

- See mechanical requirements for instructions on how to submit ads.
- All rates are net. Carolinas Green does not pay any agency commissions.
- There will be a \$55 per hour production charge for any advertising design work
- Trim size of the magazine is 8 1/2 x 11.
- All bleed ads should be at least 1/8 larger than the finished trim size.
- If new ad material has not been received by the material due date, the last published ad will be repeated.

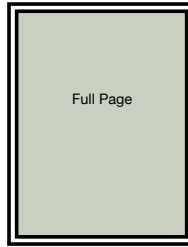
## E-CAROLINASGREEN NEWSLETTER

- Email "ad ready" artwork 250 pixels wide x 300 pixels tall in .gif file or .png file to [adavis@cgcsa.org](mailto:adavis@cgcsa.org)
- Receive trackable "click through" results

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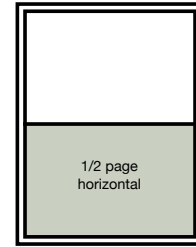
## ANNUAL MEMBERSHIP DIRECTORY

**DEADLINE FOR AD COPY: FEBRUARY 28**  
**MAIL DATE: APRIL 15**



### FULL PAGE

No-Bleed  
7.5" x 10"  
Trim Size  
8.5" x 11"  
Bleed  
8.75" x 11.25"



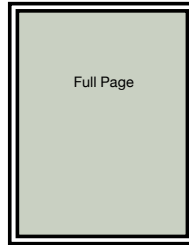
**1/2 PAGE**  
Horizontal  
7.5" x 4 7/8"

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## CAROLINAS GCSA CONFERENCE & SHOW ON-SITE GUIDE

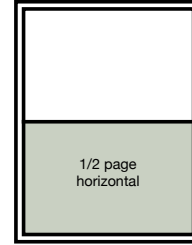
**DEADLINE FOR AD COPY: OCTOBER 10**

First right of refusal will be given to advertisers from the previous year's On Site Guide to keep same placement



### FULL PAGE \$400

Trim Size  
8.5" x 5.5"  
Bleed  
8.75" x 5.75"



### HALF PAGE \$250

Horizontal  
4.25" x 5.5"

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## CAROLINAS GCSA CONFERENCE & SHOW CONFERENCE PROGRAM

**DEADLINE FOR AD COPY: AUGUST 1**

First right of refusal is given to advertisers from previous year on ad placement



### FULL PAGE \$1,500

No-Bleed: 7.5" x 10"  
Trim Size: 8.5" x 11"  
Bleed: 8.75" x 11.25"

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## SOCIAL MEDIA

### limited to current advertisers

Provide social media content to [adavis@cgcsa.org](mailto:adavis@cgcsa.org) by the 25th of the month preceding the month posts should appear on social media. Social media platform includes Instagram, twitter and facebook

\$250 each • 1X month commitment  
\$225 each • 3X month commitment  
\$200 each • 6X month (1 year) commitment

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## DELIVERY OF ADS

Ads can be emailed to [adavis@cgcsa.org](mailto:adavis@cgcsa.org)

## DESIGN SERVICES AVAILABLE

If you are unfamiliar with preparing electronic files for high resolution offset printing, we offer an ad design and preparation service. If design services are requested, all information should be submitted a minimum of one week prior to the ad deadline.

CAROLINAS GREEN ISSUE	AD SIZES						B&W	COLOR	PRICE PER AD
	1/6	1/4	1/3	1/2	2/3	Full			
<input type="checkbox"/> Jan/Feb (Due Nov. 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<input type="checkbox"/> Mar/Apr (Due Jan. 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<input type="checkbox"/> May/June (Due Mar. 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<input type="checkbox"/> July/Aug (Due May 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<input type="checkbox"/> Sept/Oct (Due July 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<input type="checkbox"/> Nov/Dec (Due Sept. 15)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
<b>Premium Placement (1 yr. Contract Required)</b>									
<input type="checkbox"/> Back Cover, Color Ad							\$8,385 (6 issues)		\$
<input type="checkbox"/> Inside Front Cover, Color Ad							\$7,623 (6 issues)		\$
<input type="checkbox"/> Inside Back Cover, Color Ad							\$6,671 (6 issues)		\$
<input type="checkbox"/> Column Sponsorship							\$9,000 (6 issues)		\$
<input type="checkbox"/> *Inserts 7.5 x 10							\$1,142		\$

E-CAROLINAS GREEN - Bi monthly advertiser		
<input type="checkbox"/> February (Due Jan. 10)	\$1,200 per issue	\$
<input type="checkbox"/> April (Due Mar. 10)	\$1,200 per issue	\$
<input type="checkbox"/> June (Due May 10)	\$1,200 per issue	\$
<input type="checkbox"/> August (Due July 10)	\$1,200 per issue	\$
<input type="checkbox"/> October (Due Sept. 10)	\$1,200 per issue	\$
<input type="checkbox"/> December (Due Nov. 10)	\$1,200 per issue	\$

MEMBERSHIP DIRECTORY RATES		
<input type="checkbox"/> Full Page Color Ad (8.5" x 11"), Inside Front Cover	\$1,100	\$
<input type="checkbox"/> Full Page Color Ad (8.5" x 11"), Inside Back Cover	\$1,100	\$
<input type="checkbox"/> Full Page Color Ad (8.5" x 11"), Outside Back Cover	\$1,100	\$
<input type="checkbox"/> Full Page Color Ad (8.5" x 11"), Interior Pages	\$1,000	\$
<input type="checkbox"/> Half Page Color Ad (7.5" x 4.875") Interior Pages	\$500	\$
<input type="checkbox"/> Full Page Color Ad (8.5" x 11"), Center Spread	\$1,000	\$

CAROLINAS GCSA CONFERENCE & SHOW ADVERTISING			
<b>ON-SITE GUIDE</b>	<input type="checkbox"/> FULL PAGE \$400	<input type="checkbox"/> HALF PAGE \$250	\$
<b>CONFERENCE PROGRAM</b>	<input type="checkbox"/> FULL PAGE \$1500		\$
<b>Ad program location:</b>	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Center Spread, Right Hand Page	
<input type="checkbox"/> Outside Back Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Center Spread, Left Hand Page	

SOCIAL MEDIA		
Limited to those who have purchased an item above		
<input type="checkbox"/> Monthly	\$250	\$
<input type="checkbox"/> Quarterly	\$675	\$
<input type="checkbox"/> Annually	\$2,400	\$

<b>TOTAL ADVERTISING COST</b>	\$
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# CAROLINAS GOLF COURSE SUPERINTENDENTS ASSOCIATION

## ADVERTISING COMMITMENT

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Contact Name

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Company Name

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Mailing Address

---

City, State, Zip

---

Phone

---

Contact E-Mail

---

URL Link for Ad

---

Signature

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Date

### CAROLINAS GOLF COURSE SUPERINTENDENTS ASSOCIATION

103 Edgemont Avenue, PO Box 210, Liberty, SC 29657

Toll Free: 1-800-476-4272 • Local: 864-843-1150 • Fax: 864-843-1149

[www.carolinasgcsa.org](http://www.carolinasgcsa.org) • [adavis@cgcsa.org](mailto:adavis@cgcsa.org)