



# 2010 Iowa Golf Course Superintendents Association Reporter Advertising Rate Sheet

Circulation = 600 Members

(Breakdown of membership classes available upon request)

## Contact Info

Reporter Editor:  
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Billing Address:  
Iowa Turfgrass Office  
17017 US Hwy 69  
Ames, IA 50010-9294  
www.iowagcsa.org

## Company Info

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Newsletter Contract

# of Insertions: \_\_\_\_\_ X Cost per Issue \_\_\_\_\_ = Total Contract: \_\_\_\_\_ (see below)

Check # \_\_\_\_\_ (Payable to Iowa GCSA)     Credit Card (circle one: Visa/MC)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

Bill me monthly (No prepay discount)    Materials due by the first of the month previous.

## 2010 Per Insertion Rates

Ad Size	Width x Height	1-6 Issues	7-9 Issues	10 Issues
Full	7.5" x 10"	\$395	\$374	\$364
Half	7.5" x 4.5"	\$208	\$192	\$182
Third	2.5" x 10"	\$166	\$146	\$135
Quarter	3.75" x 5"	\$125	\$114	\$109
Eighth	3.75" x 2.5"	\$99	\$88	\$83

## New 10 Issue Prepay!

Ad Size	Width x Height	10 Issues	Total (reflects 10% discount)
Full	7.5" x 10"	<b>\$328</b>	<b>\$3280</b>
Half	7.5" x 4.5"	<b>\$164</b>	<b>\$1640</b>
Third	2.5" x 10"	<b>\$122</b>	<b>\$1220</b>
Quarter	3.75" x 5"	<b>\$99</b>	<b>\$990</b>
Eighth	3.75" x 2.5"	<b>\$75</b>	<b>\$750</b>

**Payment for 10 issue pre-pay is due no later than December 31, 2009.**

All ads are due the 1st of the month prior. For example, the May issue deadline is April 1. The Reporter goes to print on the 15th of the month prior. The Jan/Feb ad deadline is November 15.

## Art Specifications

- New art provided
- Use last year's art

Digital Files Required  
InDesign, EPS/Tiff/PDF/Jpeg  
Must be B/W and saved as a hi-res printer file. Film Not Accepted.

## Issues

Please specify months in which your ad will appear.

- Jan/Feb     July
- March     August
- April     September
- May     October
- June     Nov/Dec

## Classifieds

\$35.00/Ad  
Includes classified ad in Reporter and on the Iowa GCSA website. Please email text with billing address to Nicol:  
nicol@iowaturfgrass.org  
or FAX 515-232-8228

## Inserts (printing quoted separately)

Furnished inserts may be accepted at a rate of \$499 per single unit (front & back). Publisher reserves the right to back up any unused page with advertising or editorial matter, and to run more than one insert each month. Inserts may not exceed 70 lb text weight. Iowa GCSA has the first option to utilize insert option. Note: If insert increases the weight of newsletter to next postage rate, advertiser will be required to pay difference.