



**2012 Iowa Golf Course
Superintendents Association
Reporter Advertising Rate Sheet**
Circulation = 600 Members

The Reporter

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Ad Rates for 2012!

All 10 issues of the Reporter will again be available electronically. We will also print four "seasonal issues" in January/February, April, July and October. As an advertiser, you get all 10 issues electronic and four issues printed for the same price as 2011. All electronic and print issues will be printed in full color, at no extra cost to you. Feel free to include URLs and email addresses in the ad, because they will be active links in the electronic publications.

Prepay for 10 issues by December 31, 2011 and receive a 10% discount. Make sure to get your ad rate sheet and ad in by November 1, 2011 to reserve your space for the January/February issue.

Company Info

Company Name: _____ Contact: _____
Address: _____ City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Email: _____

2011 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

10 Issue Prepay

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

Issues

Please specify months in which your ad will appear.

- | | |
|----------------------------------|------------------------------------|
| <input type="checkbox"/> Jan/Feb | <input type="checkbox"/> July |
| <input type="checkbox"/> March | <input type="checkbox"/> August |
| <input type="checkbox"/> April | <input type="checkbox"/> September |
| <input type="checkbox"/> May | <input type="checkbox"/> October |
| <input type="checkbox"/> June | <input type="checkbox"/> Nov/Dec |

Specifications

- New art provided
- Use last year's art

Digital Files Required
EPS/Tiff/PDF/Jpeg

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.

Inserts (printing quoted separately)

Furnished inserts for printed issues may be accepted at a rate of \$499 per single unit (front & back). Publisher reserves the right 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.

All ads are due the 1st of the month prior.

Terms: 30 days. No agency commission or cash discount. For Jan/Feb issue, please return by November 1, 2011.