

Fort Wayne Monthly's

Golf Guide



2014 ADVERTISING RATES | PUBLICATION DATE: FEBRUARY 28, 2014

Fort Wayne Monthly's Golf Guide

FEBRUARY 2014

The 2014 Pocket Guide will be distributed with 12,000 copies of the March 2014 issue of *Fort Wayne Monthly*. An 8,000 overrun of the guide will be distributed at the Northern Indiana Golf Show March 15 & 16 and at golf courses in northern Indiana. Total distribution is 20,000.

25% OFF with the purchase of a Northern Indiana Golf Show booth

ADVERTISING RATES

Covers with 44,900 on-line impressions	\$2,693
Full page with 35,900 on-line impressions	\$2,153
1/2 page (vertical or horizontal) with 18,000 on-line impressions	\$1,080
1/4 page with 9,100 on-line impressions	\$546

LISTING ENHANCEMENTS

Course logo (1 column only)	\$200
Signature hole photo (1 column x 1.5 max)	\$200

COUPON PAGE

(4.75 x 2.375)	\$125
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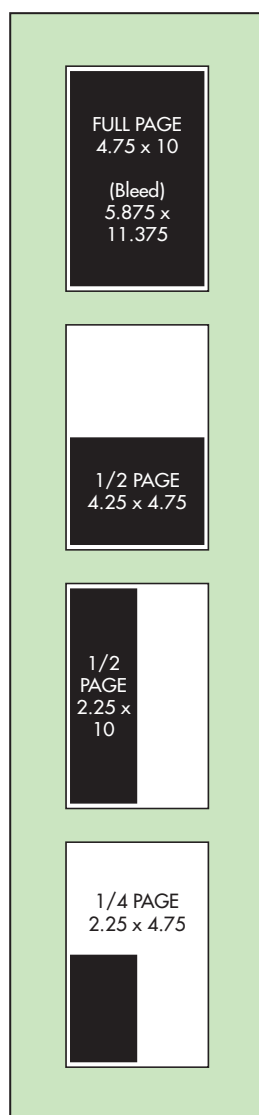
One-sided coupon with one image. A percentage off or dollar amount savings with expiration and/or effective date required on the coupon.

The deadline for space reservation
Monday, December 23.

Ad production materials due
Monday, December 31.

Published: February 28.

ADVERTISING SIZES



AD REQUIREMENTS

Trim size is 5.375" x 10.875" (.25" bleed on all sides). Please keep all live material .375" from the trim on all sides. On two-page spreads, leave 1.5" gutter for all live material.

Ad materials should be submitted as electronic files. Acceptable file formats include: Acrobat pdf (10.1.7 or earlier), Quark Xpress 8.5 or earlier, InDesign CS 5.5 or earlier, Adobe Illustrator CS 5.1 or earlier. **NO MICROSOFT** programs.

Premium position surcharges are non-commissionable. 15% advertising agency commission to qualified agencies. Guidelines/templates will be provided for expert pages.

AD MATERIAL DELIVERY

On Disk: CDs

Email: Attach ONE self-extracting, stuffed, zipped or PDF file and send to advertising@fwn.fortwayne.com. No file sizes larger than 4MB.

FTP Site:

server name: ferrari.fortwayne.com,
username: anonymous

All fonts (printer and screen) and graphic files must be included. Photos must be 300 dpi minimum resolution. Logos must be vector EPS files. Web graphics are not acceptable for quality reproduction.

Cancellation Policy:

Changes or cancellations must be made on or before the space reservation deadline.