

# GOLF RANGE MAGAZINE

## 2007 ADVERTISING RATES & EDITORIAL CALENDAR



Golf Range Magazine has a single-copy circulation of 12,000 and readership of 36,000 in the U.S. and Canada. Published 6 times a year it reaches decision makers at every public-access stand-alone golf range, short course and 18-hole golf course with a practice range/instruction and clubfitting.

**CELEBRATING OUR 15TH ANNIVERSARY.**

### 2007 ADVERTISING RATES

	1 TIME	3 TIMES	6 TIMES
<b>4-COLOR</b>			
FULL PAGE	2600	2400	2125
HALF PAGE	2175	2025	1895
1/3 PAGE	1850	1625	1550
<b>BLACK &amp; WHITE</b>			
FULL PAGE	1975	1850	1625
HALF PAGE	1675	1550	1375
1/3 PAGE	1425	1300	1125

### SPECIAL POSITION • CLASSIFIED ADS PREMIUM POSITION CHARGES

Back Cover .....	\$3300
Inside Front Cover .....	Add 20%
Inside Back Cover .....	Add 10%
Gatefold Cover (3 or 4 pages).....	Contact publisher for rates
Polybags/Inserts.....	Contact publisher for rates

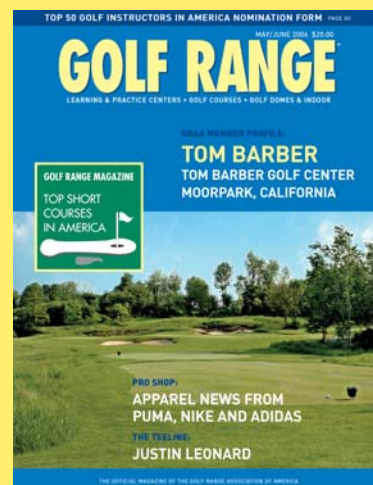
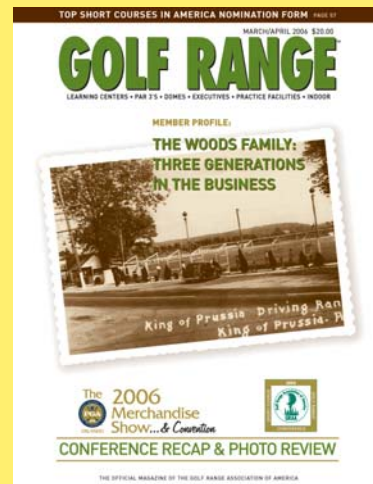
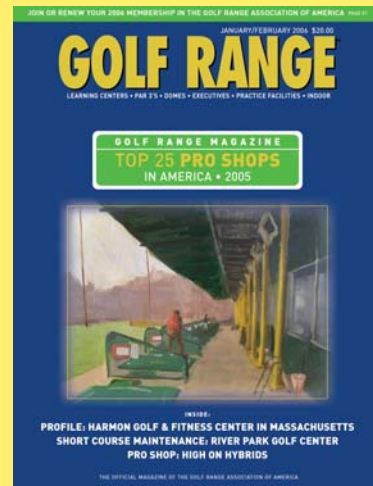
### MARKETPLACE

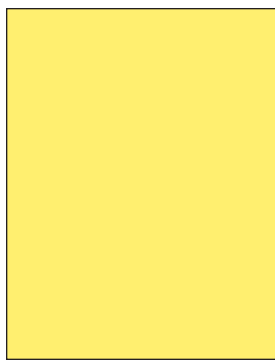
Both classified ads and smaller display ads are priced according to size. Contact publisher for details.

### SHIPPING INSTRUCTIONS

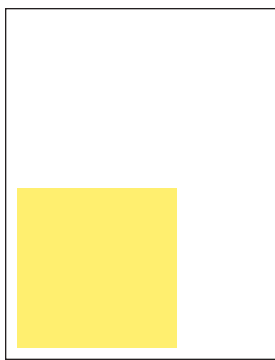
**Regular Mail  
via U.S. Postal Service**  
GOLF RANGE Magazine  
P.O. Box 1265  
New Canaan, CT 06840-1265  
T. 203.972.6201  
F. 203.972-1667  
email: mark@golfrange.org  
email: steve@golfrange.org

**via UPS/FedEx/  
Airborne, etc.**  
Mark Silverman  
GOLF RANGE Magazine  
152 Marshall Ridge Rd.  
New Canaan, CT 06840-6137  
T. 203.972.6201  
F. 203.972.1667  
email: mark@golfrange.org  
email: steve@golfrange.org

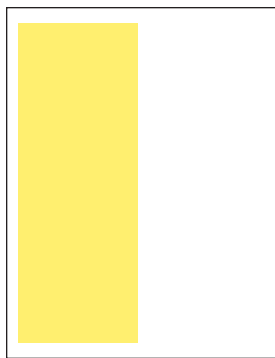




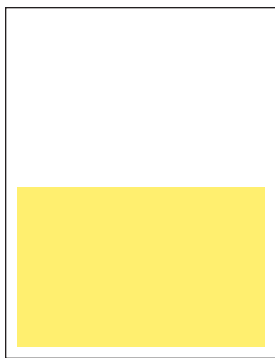
Full Page: 8 1/2" x 11"



1/3 Page: 5" x 5"



1/2 Page (vertical):  
3 3/4" x 10"



1/2 Page (horizontal):  
7 3/4" x 5"

**Production Requirements:** Trim Size: 8 1/2" (width) x 11" (depth). Bleed on full pages only. Bleed image area 9" x 11 1/2". Keep live type 1/4" inside trim edges. Binding: Saddle stitched. Paper stock: 70# coated, semi-gloss finish.

**Electronic File Requirements:** Page layout in Quark Xpress 6.5 or earlier, or EPS, TIFF or JPEG files in CMYK format at 300 dpi or better. Hi-res, print-ready PDF format is also acceptable. Files MUST be built in CMYK format to avoid additional charges for RGB conversion. All fonts, both printer and screen fonts, must be supplied with ad, as well as all images. Data storage: CD, Zip 100, Zip 250. Color proof (Kodak proof or similar) should be supplied by advertiser to ensure color match on press. Color laser acceptable, but match not guaranteed.

**Other Material Requirements:** We do not accept offset negatives and/or film ads.

**Non-Conforming Materials:** All non-conforming materials requiring production assistance, including advertising development, will be billed to advertisers at cost plus 10% production charge.

**Issue and Closing Dates:** See Editorial Calendar below.

**Terms:** 15% agency commission to accredited agencies for space and color charges when invoice is paid within 30 days of billing date. Net 30 days, on credit approval. A finance charge of 1.5% per month will be added to overdue invoices.

**Mailing Instructions:** Complete materials and insertion orders should be shipped to arrive on or before published material deadline.

**Shipping Address:** Golf Range Magazine, 152 Marshall Ridge Road, New Canaan, CT 06840, Tel. (203) 972-6201

[www.GolfRange.org](http://www.GolfRange.org)

## EDITORIAL CALENDAR 2007 – 15TH ANNIVERSARY

### JANUARY/FEBRUARY

Manufacturers Roundtable: Golf Mats  
What's New in Golf Domes • Tee Line Heaters  
PGA Teaching & Coaching Summit  
Short Course Profile  
Golf Equipment 2007 Preview

**SPACE RESERVE DEADLINE: December 14, 2006**

**MATERIAL DEADLINE: December 21, 2006**

BONUS: PGA Merchandise Show (Orlando, FL)  
& GRAA Annual Conference & Reception

### MARCH/APRIL

GRAA 14TH ANNUAL CONFERENCE & EXHIBITION  
Marketing: Best Practices • PGA: New Product Roundup  
Clubs: New Irons • Custom Clubfitting  
Training Aids Roundup • Indoor Golf Centers

**SPACE RESERVE DEADLINE: February 16, 2007**

**MATERIAL DEADLINE: February 23, 2007**

### MAY/JUNE

TOP SHORT COURSES IN AMERICA  
Membership Programs • Case Studies: Batting Cages  
Manufacturer's Roundtable: Automated Tee-Up  
Trends in Range Lighting

**SPACE RESERVE DEADLINE: April 20, 2007**

**MATERIAL DEADLINE: April 27, 2007**

BONUS: International Network of Golf Spring Conference  
(Turning Stone Resort & Casino – New York)

### JULY/AUGUST

TOP 50 GOLF INSTRUCTORS IN AMERICA  
How to Maximize Your Lesson Business  
Small Market Golf Ranges  
Range Renovation: Case Study  
Golf Equipment/Soft Goods

**SPACE RESERVE DEADLINE: June 15, 2007**

**MATERIAL DEADLINE: June 22, 2007**

BONUS: PGA Fall Expo (Las Vegas, NV)

### SEPTEMBER/OCTOBER

Marketing & Advertising Strategies  
New Products from PGA Fall Expo  
GRAA Range Marketing Network  
Short Course Profile  
Manufacturer's Roundtable: Ball Dispensers

**SPACE RESERVE DEADLINE: August 17, 2007**

**MATERIAL DEADLINE: August 24, 2007**

BONUS: Golf 20/20 Conference (St. Augustine, FL)

### NOVEMBER/DECEMBER

TOP 100 GOLF RANGES IN AMERICA  
TOP 25 PRO SHOPS IN AMERICA  
Golf 20/20 Review  
Teaching & Training Profiles  
Pro Shop Merchandise Strategies

**SPACE RESERVE DEADLINE: October 19, 2007**

**MATERIAL DEADLINE: October 26, 2007**