

2 Unique
Readerships,
1 Advertising
Solution

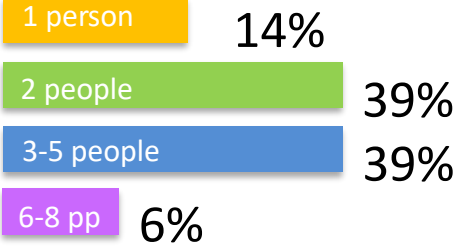
GreenMaster/Golf Business Canada

2021 Rate Card



Pass Through Rate at Facility

GreenMaster/Golf Business Canada



Distribution

4,300

Spring Issue
February – April

2,900

Fall Issue
August – October

2,900

Summer Issue
May – July

3,200

Winter Issue
November - January





GreenMaster/Golf Business Canada

Rates/Deadlines

Issue	Artwork Due	Mailing Date
Spring	January 3	February 15
Summer	April 2	May 15
Fall	July 3	August 15
Winter	September 30	November 15

Size	1X	2X 10% OFF	4X 20% OFF	Golfmax Suppliers
Full Page	\$2,975	\$2,975 \$2,675	\$2,975 \$2,380	Additional 10% OFF
½ page horz.	\$1,750	\$1,750 \$1,575	\$1,750 \$1,400	Additional 10% OFF
1/3 vert.	\$1,250	\$1,250 \$1,125	\$1,250 \$1,000	Additional 10% OFF
1/6 vert.	\$500	\$500 \$450	\$500 \$400	Additional 10% OFF

*Prices reflect the gross rate per issue. All rates quoted in CDN dollars. All applicable taxes are billed extra.



GreenMaster/Golf Business Canada

Technical Specifications

Size	Width	Height
Full Page (trim size)	8.125"	10.875"
Full Page (bleed size)	8.625"	11.325"
½ page horz.	7"	4.675"
1/3 vert.	2.25"	9.325"
1/6 vert.	2.25"	4.635"

File Formats

- Adobe Acrobat: Print ready pdf
- Adobe Illustrator : Type converted to outlines. Colours must be converted to CMYK
- Adobe Photoshop: file at 100%, 133 lpi, 300 dpi and save in a TIFF or EPS format.
- **All Full bleed ads must be submitted with bleeds and cropmarks (see next page)**

File transfer: email, dropbox, wetransfer

Send to: Kyle Wilkinson: kwilkinson@ngcoa.ca

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GreenMaster/Golf Business Canada

Technical Specifications

Bleeds and cropmarks

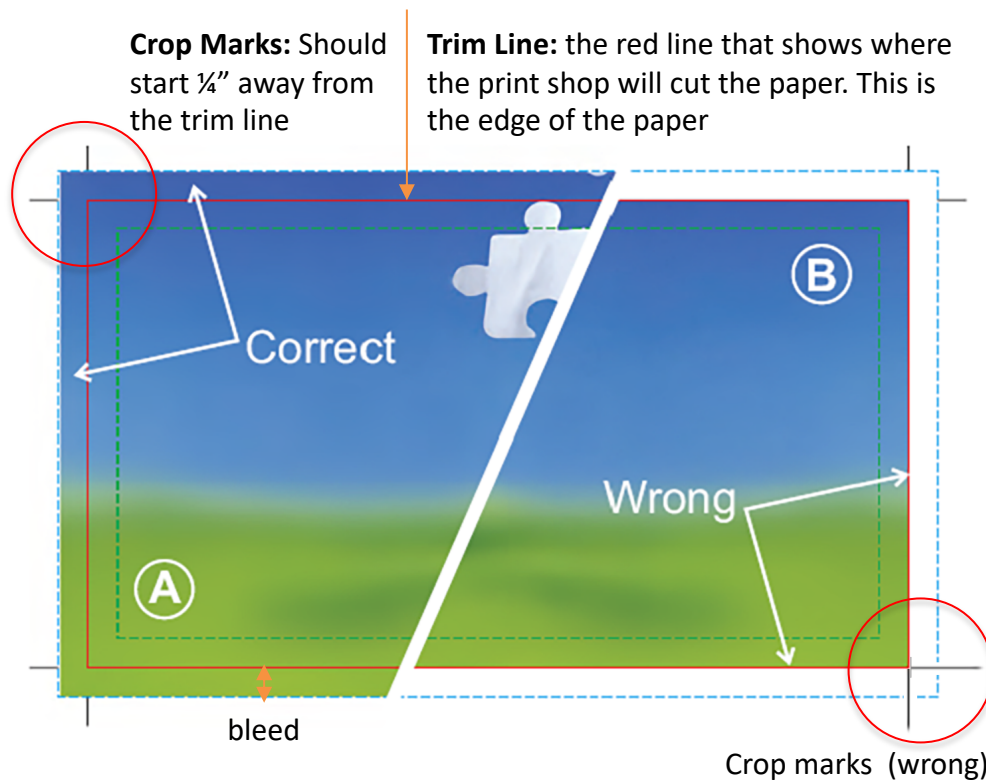
An advertisement that has colour or an image that extends to the edges needs crop marks and bleed.

Crop Marks

Crop marks are thin lines placed on the corners of a page that 'bleeds', indicating where the paper should be trimmed after printing.

Bleed

The printed design extends to one or more of the edges of the page. Bleed is typically required to extend $\frac{3}{8}$ " or more past the crop marks. This ensures that when the document is trimmed, the design does go the very edge of the page.



GreenMaster/Golf Business Canada



For advertising information contact:

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Golf Business Canada/GreenMaster are published quarterly and are the official publications of the **NATIONAL GOLF COURSE OWNERS ASSOCIATION CANADA** and the **CANADIAN GOLF SUPERINTENDENTS ASSOCIATION**

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