

# The FLORIDA Green

The Florida GCSA is excited to invite your company's participation in our slate of member outreach efforts in 2017. Through our recently "renovated" magazine, The Florida Green, a soon-to-be new-look Member Directory and our ever-popular Florida GCSA Reception at the Golf Industry Show, we're proud to offer you access to the people who matter in growing the game – literally - from the grassroots up.

The following pages explain how you can pick and choose when, where and how you reach the key players in the world of golf course maintenance in our state. Increasingly, golf course superintendents, general managers, green committee chairs, architects, builders and others are finding that the Florida GCSA offers the most direct, personalized opportunities to interact with the people responsible for leasing and purchasing decisions.

- The new Florida Green provides an even greater spotlight on the people and issues that matter. More pages, more faces and more topics mean the magazine has never been more relevant and widely read.
- In January, we will proudly unveil a revamped and re-energized Member Directory that will put more than 1,000 golf course maintenance professionals in finger-tip touch with each other through the year. (Advertising deadline October 15)
- Then in February, right here on our doorstep in Orlando, we will host the largest single gathering of Florida GCSA members and friends at our annual reception during the Golf Industry Show.

You can participate a la carte or take advantage of discounted pricing through our Industry Partners program where we offer packages to fit a range of budgets. These opportunities reflect a new momentum within our association and we are pleased to invite your company to join the progress.

So take a look at what's on offer in the following pages and let us know what suits your company best. Please, if you have any questions at any time, call or email me at the number and address below and it will be my pleasure to do all I can to help.

Sincerely,

Jennifer Bryan  
Executive Director  
(772) 334-7515  
fgcsa@comcast.net

Florida GCSA  
PO BOX 65,  
Jensen Beach, FL 34958



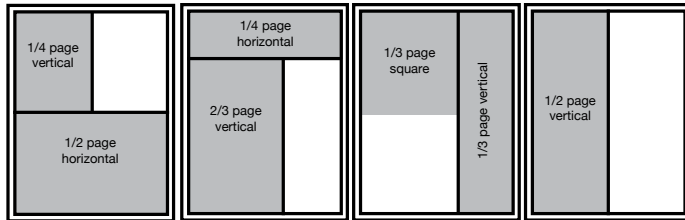
# The FLORIDA Green

## Advertising Sizes

Space	Size W x D	Bleed W x D
1/4 Page Vertical	3-5/8 x 4-7/8	N/A
1/4 Page Horizontal	7-1/2 x 2-7/16	N/A
1/3 Page Square	4-7/8 x 4-7/8	N/A
1/3 Page Vertical	2-3/8 x 10	N/A
1/2 Page Vertical	3-5/8 x 10	N/A
1/2 Page Horizontal	7-1/2 x 4-7/8	8-3/4 x 5-5/8
2/3 Page Vertical	4-7/8 x 10	N/A
Full Page	7-1/2 x 10	8-3/4 x 11-1/4
2-Page Spread	17 x 11	17-1/4 x 11-1/4

**Trim Size:** 8 1/2 x 11      **Live Area:** 8 1/8 x 10 5/8

**Bleed Size:** 8 3/4 x 11 1/4



Undersize ads will be floated in the appropriate space, and oversize ads will be cropped to fit at the discretion of *The Florida Green*. At advertiser's option and expense, ads can be modified by *The Florida Green* if acceptable materials are provided (see Digital Specifications).

**Colors** – Only full-color CMYK or black may be used. No fifth color permitted.

**Containment** – Publisher will separate all ads and contain all editorial matter with half-point rules.

**Copy Approval** – All ads are subject to approval by the Florida GCSA. No ads will be accepted which portray unsafe or otherwise unprofessional golf course maintenance procedures.

## AD SPECIFICATIONS

### REQUIRED File Formats

1. Adobe® Acrobat PDF files set for press quality, CMYK output (300 DPI) and embedded fonts.
2. MAC-based, EPS or TIF, CMYK Adobe® InDesign CS5, PhotoShop CS5 or Illustrator CS5 for layout with postscript fonts included (MAC only) or outlined.

Unsupported program files include Pagemaker, Corel Draw, QuarkExpress and Freehand. Files must be converted to press quality, CMYK PDFs prior to submission. The Florida Green does not accept faxes, scans and materials from Publisher, PowerPoint and MS Word; and is not responsible for final quality when RGB files are converted to CMYK.

## Ad Materials

All ad graphics and photos must be set at a resolution of 300 DPI and CMYK. Files submitted as RGB may incur an additional fee.

## TERMS AND POLICIES

### Payment

Payment is due upon receipt of invoice. All new advertisers must pay for their first insertion in advance unless they place their ads through advertising agencies whose credit has been established with the Florida GCSA.

### Late Fees and Cancellations

Payment is due upon receipt of invoice and proof of publication. A service charge of 1.5% per month (18% per annum) or \$1.00 per month, whichever is greater, will be charged to all accounts 30 days or more past due. Advertisers will be responsible for all charges if ad is cancelled after closing date.

### Guaranteed Position

Certain positions can be guaranteed at the four color ad rate plus 15%. The 15% premium also applies to sequential ads (and advertorials) and other special positioning requests. Black and White ads will also be accepted for premium positions at the four color rate.

### Advertorials

Advertorials provided as press-ready PDFs are accepted in full-page increments at the normal four-color rate, including the 15 percent premium for sequential ads and any applicable quantity and frequency discounts. Advertorials must be identified with the word "Advertisement" in 10-point type or larger at the top and bottom of each page.

### Reprints and Overprints

The price for reprints and extra copies (overprints) of ads and advertorials will be quoted on a case-by-case basis. Overprints will appear exactly as published in the magazine and must be ordered by Materials Closing Date. Reprints can be produced any time up to six months after the publication date.

### Commissions and Discounts

All rates are Net. Discounts are as follows and apply to a la carte Florida Green advertising rates ONLY (not applicable to Industry Partnerships – Discounts are already factored into industry partnership pricing). No discounts will apply if an advertiser has an outstanding balance at the time of publication.

### Frequency

A 25% discount for an Ad Agency Insertion Order listing at least three insertions.

### Production Charges

Ads submitted in any form other than specified herein are subject to production charges of \$85/hour. No charge is made for changing names, addresses and telephone numbers on ads that were submitted as digital files that meet the specifications described herein.

# The FLORIDA Green

## 2017 Production Schedule

Issue	Advertising Materials Due	Mailing Date
Winter	December 16 (2016)	January 23 (2017)
Spring	March 24	April 21
Summer	June 23	July 21
Fall	September 22	October 23

## Advertising Rates

Size	One Issue		Two Issues		Three Issues	
	B/W	4-Color	B/W	4-Color	B/W	4-Color
1/4 Page	\$440	\$915	\$375	\$780	\$330	\$685
1/3 Page	\$545	\$1040	\$465	\$885	\$410	\$780
1/2 Page	\$660	\$1200	\$560	\$1020	\$495	\$900
2/3 Page	\$750	\$1380	\$640	\$1175	\$560	\$1035
Full Page	\$890	\$1700	\$755	\$1445	\$670	\$1275

### Spreads

Adjoining Half Pages	\$2285
Two Full Pages	\$2575

### Premium Placements

Inside Front	\$2575
Inside Back	\$2575
Back Cover	\$2575

### Inserts

Single Page	up to 8.5 x11	\$1650
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### Other

For rates on ad placements not listed above call the Florida GCSA headquarters.

### Industry Partnerships

All levels of Florida GCSA Industry Partnerships include advertising placement in all four issues of the calendar year. See following pages for details.



## 2017 Advertising Contract

The Florida Green is hereby authorized to publish an ad with the following specifications:

Issue	Ad Size (choose one) 1/4, 1/3, 1/2, 2/3 or Full Page	Ad Color (Choose one) Black & White or 4-color
Winter		
Spring		
Summer		
Fall		

*Please Note! If you plan to run multiple ads in any one issue of the magazine, please fill out a separate ad contract for each ad.*

Advertising in *The Florida Green* will cost \$\_\_\_\_\_ per issue based on the above agreement.

How would you like us to send your ad reminders in 2017?  E-mail  Fax (select one)

### Terms & Conditions

- In order to receive multiple issue rates, this contract must be returned before publication of the first issue that includes your ad.
- Payment is due within 30 days of receipt of statement and proof of publication. A service charge of 1.5% per month will be charged to all accounts 30 days or more past due. Payment is required in advance for all first-time advertisers except those working through advertising agencies with previously-established credit with Georgia GCSA.
- No cancellations will be accepted after ad deadlines are passed. All cancellation must be in writing. Cancellations that disqualify the advertiser for a multiple-issue rate will cause ads already run under those rates to be re-billed at the single rate issue of 1.5% per month applied to the unpaid balances.
- Submission of ads is the responsibility of the advertiser. Copy from the last insertion will be run if new copy is not received by the closing date. If a previously-run ad is not available, the advertiser is liable for the cost of the contracted space not used.
- Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
- In the event that payment is not made by the advertiser in accordance with conditions of this contract, the advertiser agrees to pay for legal fees incurred by the publisher, including but not limited to attorneys fees, collection agency fees, court costs or other costs associated with procuring contracted fee.
- The publisher shall not be liable to the advertiser for delays in publication production, damages resulting from failure to include all of any said items of advertising, or from errors in advertising, in excess of the monies paid for such advertising for the issue in which the error or omission occurs.

I hereby warrant that I have read the contract conditions and that I have full power and authority to place advertising for the below named firm.

\_\_\_\_\_  
Company Name (as it will appear in Ad Index)

\_\_\_\_\_  
Advertiser's Telephone (please include area code)

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Advertiser's Fax (please include area code)

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Advertiser's E-mail

\_\_\_\_\_  
Contact Name (please print)



# A La Carte Advertising and Sponsorship Opportunities

## Florida GCSA Membership Directory:

All ads charged at 4-color rate

**Full page..... \$1,250**

(7-1/2" x 10")\*

Includes eight copies of the Directory

**Half Page..... \$750**

Vertical: (3-5/8" x 10")      Horizontal: (7-1/2" x 4-7/8")

Includes four copies of Directory

**1/3 page..... \$500**

Vertical: (2-3/8" x 10")      Square: (4-7/8" x 4-7/8")

Includes one copy of the Directory

\*Tab placement in the Florida GCSA Membership Directory is reserved for Platinum Plus and Platinum Level Industry Partners only.

Additional copies of the Florida GCSA Membership Directory are available to current advertisers for \$130 each.

Digital copies of the Florida GCSA Membership Directory are available to current advertisers for \$100.

**Florida GCSA Vendor Directory..... \$150**

Listing in the Florida GCSA on-line Vendor Directory per year

## Florida GCSA Reception Sponsor Only:

**Platinum..... \$5,850**

- Includes 20 admission tickets for your company
- Company logo display(determined by venue location)
- Listing on the sponsor board the night of the reception
- Listing in The Florida Green magazine and Florida GCSA website

**Gold ..... \$3,000**

- Includes 10 admission tickets for your company
- Listing on the sponsor board the night of the reception
- Listing in The Florida Green

**Silver ..... \$1,350**

- Includes four admission tickets for your company
- Listing on the sponsor board the night of the reception
- Listing in The Florida Green

**Bronze ..... \$675**

- Includes two admission tickets for your company
- Listing on the sponsor board the night of the reception
- Listing in The Florida Green



# Florida GCSA Industry Partnerships

## *More Value, More Savings*

### **PLATINUM PLUS** ..... **\$15,000\***

- Platinum Plus Level recognition at all Florida GCSA events and in The Florida Green
- Premium Placement – full page color ad in Winter, Spring, Summer and Fall issues of The Florida Green
- One full page color ad in the Florida GCSA Membership Directory on the inside of a chapter tab (location guaranteed on a first come first served basis)
- 25 copies of the Florida GCSA Membership Directory
- Digital copy of the Florida GCSA Membership Directory
- Company listing in the Florida GCSA on-line Vendor Directory
- Platinum Plus Level Recognition on the Florida GCSA website
- Platinum Plus Level Sponsorship at the Florida GCSA Reception
- Includes 25 admission tickets for your company to the Florida GCSA Reception during the Golf Industry Show

### **PLATINUM** ..... **\$10,000\***

- Platinum Level recognition at all Florida GCSA events and in The Florida Green
- Full page color ad in Winter, Spring, Summer and Fall issues of The Florida Green.
- One full page color ad in the Florida GCSA Membership Directory on the inside of a chapter tab (location guaranteed on a first come first served basis)
- 15 copies of the Florida GCSA Membership Directory
- Digital copy of the Florida GCSA Membership Directory
- Company listing in the Florida GCSA on-line Vendor Directory
- Platinum Level Recognition on the Florida GCSA website
- Platinum Level Sponsorship at the Florida GCSA Reception
- Includes 20 admission tickets for your company to the Florida GCSA Reception during the Golf Industry Show

### **GOLD** ..... **\$7,000**

- Gold Level recognition at all Florida GCSA events and in The Florida Green
- Half page color ad in Winter, Spring, Summer and Fall issues of The Florida Green
- One full page color ad in the Florida GCSA Membership Directory (within the Chapter of your choice)
- 10 Copies of the Florida GCSA Membership Directory
- Digital copy of the Florida GCSA Membership Directory
- Company listing in the Florida GCSA on-line Vendor Directory
- Gold Level Recognition on the Florida GCSA website
- Gold Level Sponsorship at the Florida GCSA Reception
- Includes 10 admission tickets for your company to the annual Florida GCSA Reception during the Golf Industry Show

### **SILVER**..... **\$4,500**

- Silver Level recognition at all Florida GCSA events and in The Florida Green
- 1/4 page color ad in Winter, Spring, Summer and Fall issues of The Florida Green
- 1/2 page color ad in the Florida GCSA Membership Directory
- 5 copies of the Florida GCSA Membership Directory
- Digital copy of the Florida GCSA Membership Directory
- Company listing in the Florida GCSA on-line Vendor Directory
- Silver Level Recognition on the Florida GCSA website
- Silver Level Recognition at the Florida GCSA Reception
- Includes four admission tickets for your company to the annual Florida GCSA Reception during the Golf Industry Show

**BRONZE: .....\$2,500**

- Bronze Level recognition at all Florida GCSA events and in The Florida Green
- 1/4 page black and white ad in Winter, Spring, Summer and Fall issues of The Florida Green
- 1/3 page color ad in the Florida GCSA Membership Directory
- 3 copies of the Florida GCSA Membership Directory
- Digital copy of the Florida GCSA Membership Directory
- Company listing in the Florida GCSA on-line Vendor Directory
- Bronze Level Recognition on the Florida GCSA website
- Bronze Level Recognition at the Florida GCSA Reception
- Includes two admission tickets for your company to the annual Florida GCSA Reception during the Golf Industry Show

\* *Tab placement in the Florida GCSA Membership Directory is reserved for Platinum Plus and Platinum Level Industry Partners Only – these are full page color ads.*



# Sign Us Up

## Florida GCSA Industry Partnership

- Platinum Plus Level Partner ..... \$15,000
- Platinum Level Partner ..... \$10,000
- Gold level Partner ..... \$7,000
- Silver level Partner ..... \$4,500
- Bronze Level Partner ..... \$2,500

## Membership Directory

*(Form and ad materials must be received by October 15)*

- Full Page..... \$1,250
- Half Page..... \$750
- 1/3 Page..... \$500

## On-line Vendor Directory

- ..... \$150

## Reception Sponsorship

- Platinum..... \$5,850
- Gold..... \$3,000
- Silver..... \$1,350
- Bronze ..... \$675

\_\_\_\_\_ Total

Name\_\_\_\_\_

Address\_\_\_\_\_

Phone\_\_\_\_\_

E-mail\_\_\_\_\_

## Deliver to Florida GCSA

PO BOX 65  
 Jensen Beach, FL 34958  
 Phone: (772) 334-7515  
 Fax: (772) 334-7515  
 E-mail: fgcsa@comcast.net