

The FLORIDA Green

On behalf of the Florida GCSA, it is my pleasure to invite your company's participation in our slate of member outreach efforts in 2019. I am proud to say 2018 was another step forward in growing these activities that, in turn, enable us to grow programs and services for our members, and your customers. A great example was our summer issue of The Florida Green which ran to a record 72 pages. Another was the launch of our E-Newsletter, which emails between issues of the magazine, effectively doubling our means of keeping our members informed.

This kind of growth points to the synergy between our members and your advertising support. As our surveys have shown, our members pay attention and choose to do business with companies that advertise with or sponsor programs of the Florida GCSA. That statement applies to 95 of respondents who participated in our most recent poll, in 2017. Whether through the magazine, our Member Directory (ad commitment deadline October 26) or events like the Florida GCSA reception at the Golf Industry Show, our members see which companies step forward and they respond in kind by sending business their way.

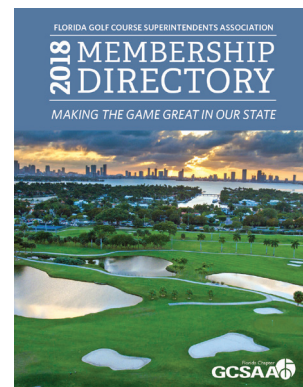
Partly as a result, the state of our association is strong enough that we are in a position to offer 2019 pricing at the same rates as 2018. We are extremely grateful for the support we receive, and we want you to know that it makes a difference in countless ways – from growing events like our annual golf championship to government outreach efforts so important to the fate of issues such as fertilizer ordinances.

We invite you to 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 continued momentum within our association. 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



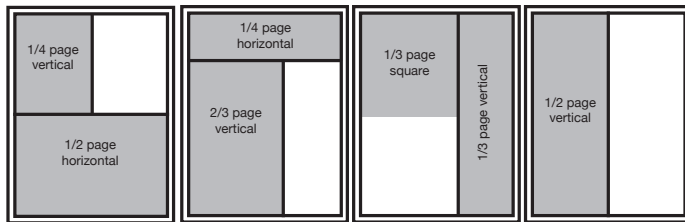
The FLORIDA Green

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

2019 Production Schedule

Issue	Advertising Materials Due	Mailing Date
Winter	December 14 (2018)	January 21 (2019)
Spring	March 25	April 22
Summer	June 24	July 22
Fall	September 23	October 21

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.

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.

Terms & Conditions

1. In order to receive multiple issue rates, this contract must be returned before publication of the first issue that includes your ad.
2. 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.
3. 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.
4. 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.
5. Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
6. 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.
7. 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 - Advertising Commitment Deadline, October 26 Materials Due, November 12

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

(Advertising Commitment Deadline, October 26 Materials Due, November 12)

- 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