



15,000 Circulation
160+ Member Clubs

Dimensions

Standard three column page format:
 Sizes available (inches)

NON-BLEED SIZES	WIDTH X DEPTH
Full Page	7-1/4 x 9-7/8
2/3 Page	4-3/4 x 9-7/8
1/2 Page (vertical)	4-3/4 x 7-3/8
1/2 Page (horizontal)	7-1/4 x 4-3/4
1/3 Page (vertical)	2-1/4 x 9-7/8
1/3 Page (horizontal)	4-3/4 x 4-3/4
1/4 Page (vertical ONLY)	3-1/2 x 4-3/4
1/6 Page (vertical)	2-1/4 x 4-3/4
1/6 Page (horizontal)	4-3/4 x 2-1/4
1/12 Page	2-1/4 x 2-1/4

BLEED SIZES

Full Page Bleed size	8-1/2 x 11-1/8
Trim size	8-1/4 x 10-7/8
Two Page Spread Bleed size (Double-truck)	17 x 11-1/8
Trim size	16-1/2 x 10-7/8
Back Cover Bleed size	8-1/2 x 9-1/8
Trim size	8-1/4 x 9

Keep all text and important information inside live area of

	7-1/2 x 10-1/8
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Technical Guidelines

Resolution

300 DPI at 150 lines per inch

Acceptable file formats (in order of preference)

1. **PDF** – Embed all fonts and images in your Acrobat preferences.
2. **Application files** – Adobe InDesign and Photoshop documents must be created using Postscript Level 1 fonts. Please save and supply all fonts and linked images (example - TIF, EPS) with application files.
3. **TIF** – Files must be flattened into one layer and in CMYK format.
4. We cannot accept ads designed in Microsoft Word or Publisher programs.

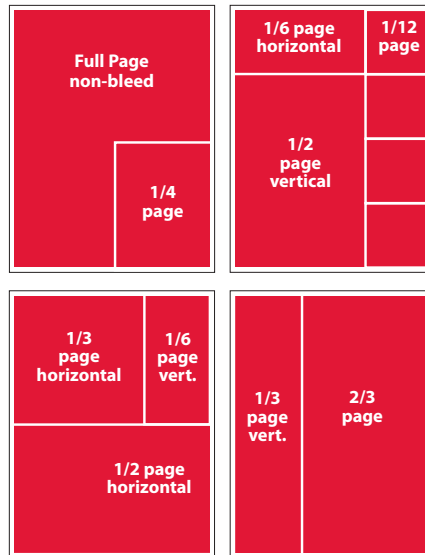
Data Transmission

1. **E-mail** – Please send camera-ready ads, logos and photos to: **tosten@nebraskalife.com**
2. **CDs/DVDs** – Please supply a hard copy and all necessary fonts and images. Send to the physical or mailing address listed below.
3. **FTP** – Please ask your advertising representative for instructions on uploading files to our FTP site.

Important Note: Because quality is essential we require pictures of at least 300 DPI for advertising procedures. If you have questions we are more than happy to work with you. to get the perfect high quality image for your ad.

ADVERTISING RATES

Size	Price
Second Cover (IFC)	\$1,725
Third Cover (IBC)	\$1,650
Fourth Cover (BC)	\$1,800
Double-truck	\$2,700
Full page	\$1,500
2/3 page	\$1,100
1/2 page	\$880
1/3 page	\$590
1/4 page	\$490
1/6 page	\$350
1/12 page	\$200



Circulation

Nebraska Golfer reaches more than 23,000 active members of the Nebraska Golf Association. Additional copies are sent to the managers, professionals and course superintendents at each of the more than 160 member clubs of the Nebraska Golf Association.

ADVERTISING ORDER FORM: Deadline February 28

Advertiser/Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Email _____

Website _____

Phone _____ Fax _____

Yes, reserve my ad(s) in the 2011 Nebraska Golfer Magazine!

Your Ad Size	Color	Rate
TOTAL		

Payments & Discounts

- Payment due May 1, 2011
- 5% discount for payments at time of order
- All rates include free professional ad design

Ad material and camera ready ads due two weeks after purchase

Card # (Visa, MC, Discover, AmEx) _____

Expiration date _____

- Check enclosed (with 5% discount taken off cost)
- Charge my credit card today (with 5% discount taken off cost)
- Bill me, I will pay by May 1, 2011.

Please sign and return by February 28, 2011

Name _____ Title _____ Date _____

Fax or mail to:

Robb Thomas • PO Box 819 • Norfolk, NE 68702-0819
 Phone: 800-777-6159 or 402-649-9977 • Fax: 402-371-5448

