

# Yearbook

Directory of Golf Courses | 2011 Review | 2012 Preview



## Mechanical Specs

Full page with bleed

5<sup>5</sup>/<sub>8</sub>" w x 8<sup>5</sup>/<sub>8</sub>" h

Trim size

5<sup>3</sup>/<sub>8</sub>" w x 8<sup>3</sup>/<sub>8</sub>" h

Half page (no bleed)

4<sup>5</sup>/<sub>8</sub>" w x 3<sup>5</sup>/<sub>8</sub>" h

1/4 page

2<sup>1</sup>/<sub>4</sub>" w x 3<sup>5</sup>/<sub>8</sub>" h

### ADVERTISING POLICIES

#### Advertising Information

- ▶ Special positions – A 10 percent charge will be added for special positions and must be approved by the publisher in advance.
- ▶ **Cancellations must be received in writing before the ad space closing date to avoid cancellation penalty.**

#### Contract and Copy Conditions

- ▶ The publisher reserves the right to cancel or reject any advertisement at any time.
- ▶ Advertising copy is subject to the approval of the publisher. The publisher shall not be liable for any damages caused by not publishing an advertisement for any reason.
- ▶ The advertiser and/or agency assumes responsibility for the content of an ad.
- ▶ Payment must be received within 30 days of invoice date. Interest will be charged at the rate of 1½ percent per month (18 percent annually) on all overdue accounts.
- ▶ New accounts may be required to pay in advance.

#### Ad Submission

- ▶ E-mail – Please send a high-res PDF to Ali Head at [alihead@wisgolfer.com](mailto:alihead@wisgolfer.com)
- ▶ FTP – [ftp.wisgolfer.com](ftp:wisgolfer.com) – Please call for user name & password

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