

discgolfer

THE OFFICIAL PUBLICATION OF THE PROFESSIONAL DISC GOLF ASSOCIATION

print advertising information

DiscGolfer Dimensions and Specifications

DiscGolfer is printed in full color on 60 lb. gloss stock interior & 80 lb. cover by web offset printing.

Trim size: 8.375" X 10.875" Print area: 7.375" x 9.375" Bleeds: 8.65" x 11.125"

Halftone screens: 150 lpi

Image resolution: 300 dpi

Our preferred advertising submission specifications are as follows:

- Please submit a high-resolution PDF with embedded fonts. If registration or trim marks are used, offsets should equal 1/8 of an inch to ensure trim marks are not in the bleed area.
- If a high-resolution PDF cannot be sent, please supply linked files and related fonts.
- Photos and graphics should be 300 dpi in CMYK
- Distinguish your file with advertiser's name, e.g. LuxeGoods.pdf.
- Ads saved in the specific program in which they are created will be accepted only if it is possible for DiscGolfer graphic department to read and use them.
- DiscGolfer is produced with Adobe InDesign on a Mac platform.
- Electronic submissions will be placed in position and separated electronically.

Mailing instructions:

Please e-mail art as an attachment in .pdf or .eps format to: discgolferads@pdga.com kent@massivegraphics.com. Call or e-mail Kent for FTP instructions.

• Advertising creative services are available and will be billed on a per-case basis. Please contact Kent Johnson for rates. However, design fees for ads for PDGA-sanctioned events will be waived.



2012 production schedule

Issue	Space Closes	Ad Due Date	Readers Delivery Date ±10 days
Spring	Feb 8	Feb 15	March 15
Summer	May 2	May 15	June 7
Fall	Aug 1	Aug 13	Sept 5
Winter	Oct 29	Nov 5	Dec 1

rates

Full Page	\$640
2-Page Spread	\$1200
Half (1/2) Page (vert)	\$425
Half (1/2) Page (horz)	\$390
Third (1/3) Page	\$320
Quarter (1/4) Page	\$250
Sixth (1/6) Page	\$200
Back Cover	\$1300
Inside Front Cover	\$1100
Inside Back Cover	\$900
Centerfold	\$1500

10% discount on ads in four consecutive issues

contacts

Advertising Sales

Kent Johnson - discgolferads@pdga.com 405.364.3594

Editor

Randy Michael Signor - rmsignor@pdga.com - 206-324-3145

Design and Production

Kent Johnson - discgolferads@pdga.com 405.364.3594

mechanicals

SPREADS (2-page & centerfold)	WIDTH X HEIGHT
live area	16.25" x 10.375"
trim size	17" x 10.875"
bleed	17.25" x 11.125"
FULL PAGE	
live area	7.875" x 10.375"
trim size	8.5" x 10.875"
bleed	8.625" x 11.125"
PARTIAL PAGES	
1/2 horizontal	7.625" x 4.75"
1/2 vertical	3.719" x 9.75"
1/3 vertical	2.417" x 9.75"
1/3 square	5.021" x 4.75"
1/4 vertical	3.719" x 4.75"
1/6 vertical	2.417" x 4.75"

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