

discgolfer

THE OFFICIAL PUBLICATION OF THE PROFESSIONAL DISC GOLF ASSOCIATION

print advertising information

DiscGolfer Dimensions and Specifications

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 registration or trim marks
- Photos and graphics should be 300 dpi in CMYK
- Distinguish your file with advertiser's name, e.g. LuxeGoods.pdf.
- DiscGolfer is produced with Adobe InDesign on a mac platform.
- Mailing instructions:
Please e-mail ads as an attachment in .pdf or .jpg format to:
kent@massivegraphics.com
- Advertising services are available and will be billed on a per case basis.
Please contact Kent Johnson for rates. However, design fees for PDGA sanctioned events will be waived.



2018 production schedule

Issue	Space Closes	Ad Due Date	Readers Delivery Date ±10 days
Spring	Feb 5	Feb 12	Mid Mar
Summer	May 7	May 14	Mid June
Fall	Aug 6	Aug 20	Mid Sept
Winter	Nov 5	Nov 12	Early Dec

rates

Full Page	\$750
Half (1/2) Page (vert)	\$450
Half (1/2) Page (horz)	\$450
Third (1/3) Page	\$370
Quarter (1/4) Page	\$295
Sixth (1/6) Page	\$235
Back Cover	\$1520
Inside Front Cover	\$1260
Inside Back Cover	\$1015
2-Page Spread	\$1360
Centerfold	\$1575

contacts

Advertising Sales
discgolferads@pdga.com

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

Design and Production
Kent Johnson - kent@massivegraphics.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"
1/2 HORIZONTAL	
live area	7.625" x 4.75"
trim size	8.5" x 5.44"
bleed	8.625" x 5.625"
1/2 VERTICAL	
live area	3.719" x 9.75"
trim size	4.25" x 10.875"
bleed	4.5" x 11.125"
1/4 VERTICAL	
live area	3.719" x 4.75"
trim size	4.25" x 5.44"
bleed	4.5" x 5.625"

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