

THROUGH THE GREEN

OFFICIAL PUBLICATION OF THE GEORGIA GOLF COURSE SUPERINTENDENTS ASSOCIATION

Dear Industry Partner,

On behalf of the Georgia Golf Course Superintendents Association, it is my pleasure to invite your company to join us in presenting our flagship publication *Through the Green* in the coming year. Our magazine is a mirror of all we do to serve our members as an association. It helps build and strengthen the sense of community that we all treasure so much in the Georgia GCSA.

This was perhaps never more evident than it was during the height of the pandemic. Unable to host our regular slate of events and meetings, our magazine still kept members “in touch.” The sight of familiar faces, page after page, helped us all remember that ours is as much a family of friends as it is a professional association.

Of course, industry partners such as yourselves make that possible through advertising support. Your company can be part of this showcase by ordering advertising space a la carte or through our partnership program. This program offers a series of advertising and sponsorship packages that deliver significant discounts and streamline your administrative load. I invite you to explore details of that program, and a la carte advertising options, in the following pages.

Golf has fared better than many industries during the past 18 months. Of course, there are many reasons for that but all of them hinged on the ability of the golf course maintenance community to deliver the product for consumption. In trying times, golf course superintendents adapted, as they always do, and kept the game rolling. And again, as always, our industry partners were there in support every step of the way.

Collectively, we have much to be grateful for, but we can also be proud of what our Georgia GCSA community has done for the wider community through the pandemic. Now, it is on to a new business year and the next chapter for golf in our state. Please take a close look at the opportunities outlined in this packet and consider being part of the backbone that helps this association stand so tall in the golf industry.

Please, do not hesitate to call me if you have any questions at all.

Yours sincerely,



Tim Busek
Georgia GCSA President



Georgia GCSA Headquarters
15 Depot St.
Hartwell, GA 30643
(706) 376-3585

Editor
Trent Bouts
103 Scattershot Lane
Greer, SC 29650
(864) 414-3123
trentbouts@gmail.com

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Circulation

Through The Green is published six times a year by the Georgia Golf Course Superintendents Association. Distribution is by third class mail. Each Georgia GCSA member receives a copy addressed by name and mailed to the address of his or her choice. Additional copies are distributed to golf course superintendents, golf course general managers and greens chairman, personnel of universities with turfgrass programs, golf course architects, builders, contractors, suppliers and libraries. Total circulation is approximately 1,000.

Advertising Rates—Pricing shown is per issue.

SIZE 1-2 ISSUES 3-4 ISSUES 5-6 ISSUES

Black & White (Includes spot green)

1/6 page	\$220	\$215	\$205
1/3 page	\$336	\$318	\$305
1/2 page	\$410	\$389	\$368
2/3 page	\$444	\$420	\$399
Full page	\$521	\$495	\$468

Four Color (non-metallic only)

1/6 page	\$620	\$609	\$598
1/3 page	\$740	\$720	\$706
1/2 page	\$798	\$777	\$756
2/3 page	\$812	\$788	\$767
Full page	\$888	\$863	\$836
Inside Back Cover	N/A	N/A	\$1046
Inside Front Cover	N/A	N/A	\$1,150*
Back Cover	N/A	N/A	\$1,260*

*Six (6) Issue Rate ONLY.

Ad rates are net. Advertising agencies must add their commissions to these rates. See contract for more information.

2022 Production Schedule

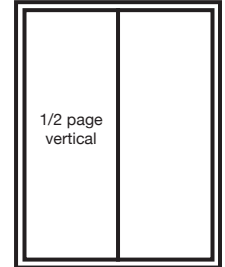
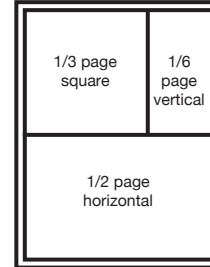
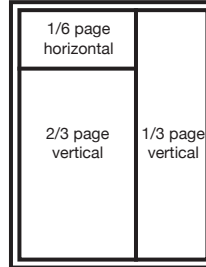
ISSUE	Ad Deadline	Mailing Date
January-February	November 15 (2021)	December 13 (2021)
March-April	January 10	February 7
May-June	March 14	April 11
July-August	May 16	June 13
September-October	July 18	August 15
November-December	September 19	October 14

Terms & Conditions

A signed contract is required to receive multiple issue rates. Published rates apply when materials are provided in the format(s) listed above. Ads submitted in any other form are subject to production charges of \$50.00 per hour for requested conversions and/or corrections. **Note: Black and white ads must be provided as black and white copy otherwise the ad will be run and billed at the color rate.**

Ad Sizes

SIZE	ORIENTATION	WIDTH	HEIGHT
1/6 page	Vertical	2 1/4"	4 7/8"
1/6 page	Horizontal	4 7/8"	2 1/4"
1/3 page	Vertical	2 1/4"	10"
1/3 page	Square	4 7/8"	4 7/8"
1/2 page	Vertical	4 7/8"	7 1/2"
1/2 page	Horizontal	7 1/2"	4 7/8"
2/3 page	Vertical	4 7/8"	10"
Full page	Trim Size	8 1/2"	11"
Full page	Bleed	8 3/4"	11 1/4"



Mechanical Requirements

Please supply us with your working files (Preflighted) in one of the following formats:

- (1) Native InDesign files (include all artwork, EPS files, TIFF files, PICT files and all fonts)
- (2) PRINT OPTIMIZED PDF's (Please embed all fonts)
Black & White PDF's - all files embedded in PDF must be black & white
Color PDF's - must not contain RGB, LAB or Indexed colors - only CMYK
- (3) Adobe Illustrator files (please outline all fonts and include or embed all EPS or TIFF images)
- (4) EPS or TIFF - not recommended for ads with small type (We will not be able to make any production changes to these formats).

Please ensure that all colors are defined as process (CMYK), unless a spot color is specified. All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding. Gray scale and color images should be scanned at a minimum line-screen of 266 dpi.

We prefer that you send files digitally, but we can support Apple Macintosh compatible DVDs and CD-ROMs. To avoid transportation problems and to reduce file size please use the file compression program STUFFIT when possible.

Advertising Policies

All ads are subject to approval by the Georgia GCSA. No ads will be accepted which portray unsafe or otherwise unprofessional golf course maintenance procedures.

The advertiser agrees to indemnify and protect the Georgia GCSA from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Contact Information

Advertising
Allison Jackson
15 Depot St
Hartwell, GA 30643
Allison@ggcsa.com
P: (706) 376-3585

Editor
Trent Bouts
trentbouts@gmail.com
(864) 414-3123

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2022 Advertising Contract

Through the Green is hereby authorized to publish an ad with the following specifications:

Issue	Ad Size (choose one) 1/6, 1/3, 1/2, 2/3 or Full Page	Ad Color (Choose one) Black & White (includes Pantone 364 green), 1-color or 4-color
January/February		
March/April		
May/June		
July/August		
September/October		
November/December		

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 *Through the Green* will cost \$_____ per issue based on the above agreement.

How would you like us to send your ad reminders in 2022? E-mail Phone Call (select one)

Terms & Conditions

- In order to receive multiple issue rates, this contract must be returned before publication of the first issue that includes your ad.
- 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.
- 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.
- 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.**
- Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
- 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.
- 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

City, State, Zip

Authorized Signature

Date

Advertiser's E-mail

Contact Name (please print)

Mail, e-mail or fax contract to: Georgia GCSA Headquarters • 15 Depot St • Hartwell, GA 30643 • allison@ggcsa.com