

2007 Ad Space Sizes

Publication Trim Size: 10 x 11 7/8 inches.

Space Size	Width in inches	Depth in inches
Full Page - Live	9 1/4	11
Full Page - Bleed	10 3/8	12 1/4
Full Page Spread - Live	19 1/4	11
Full Page Spread - Bleed	20 3/4	12 1/4
1/2 Page - Vertical	4 1/2	11
1/2 Page - Horizontal	9 1/4	5
1/2 Page - Horizontal Spread	19 1/4	5
Island	4 1/2	7 1/2
1/4 Page - Vertical	2 1/8	11
1/4 Page - Square	4 1/2	5
1 Page Banner	9 1/4	1 3/4
Banner Spread	19 1/4	1 3/4
CoverWrap	9	7 1/4

Ad Space Sizes

Art Requirements

Ad Page Layouts

Insert Rates

Inserts Specs

Business Reply Cards

Art Requirements

Mechanical Information

Printing: Heatset web offset press

Binding: Saddle-stitched

Storing of Materials: Materials will be stored by the publisher for 6 months and then destroyed.

Shipping: Ship space orders, contracts, correspondence, copy, film, etc., to:

Advertising Traffic Coordinator, *Golfweek*,
1500 Park Center Drive, Orlando, FL 32835-5705;
Fax: 407-563-7078, Phone: 407-563-7022.

Issuance & Closing Dates

Golfweek is published bi-weekly, issued Saturday. Except during holiday weeks, advertising closes 15 days prior to issue date at noon Eastern Standard Time. Materials are due at noon on the advertising close day. Special sections have earlier closing dates. The publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date.

Advertising & Production Specs

· **Digital Formats:** Mac OSX Platform:

(Please include a exported EPS with all fonts/images embedded.)

- * Quark Xpress
- * Adobe Photoshop
- * Adobe Illustrator
- * Adobe InDesign
- * Adobe PDFX1a files.

- Please place all components (images, documents, fonts) into one folder.
- Send only the files and artwork needed for output, include screen and printer font for each font used (no PC fonts please).
- Include an approved SWOP color proof.
- Turnstile Publishing cannot be held responsible for errors in reproduction if an approved color proof is not supplied.
- PMS and Metallics: Corresponding number, proof must be supplied.

Mechanical Information

- Printing: Heatset web offset press.
- Binding: Saddle-stitch.
- Colors Available: Process, standard red, standard green, PMS, metallics.
- Color Sequence: PMS, black, cyan, magenta, yellow.

Production Specifications

Ad Space Sizes

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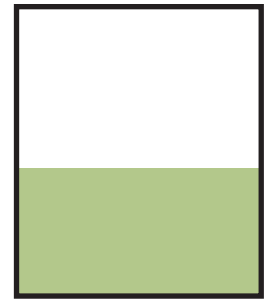
Business Reply Cards



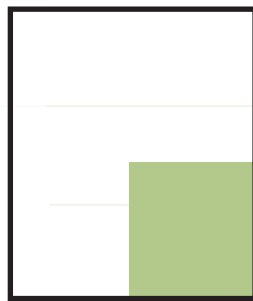
Full Page - Bleed
10 3/8" x 12 1/4"



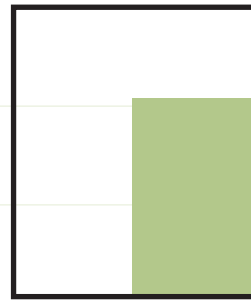
1/2 Page - Vertical
4 1/2" x 11"



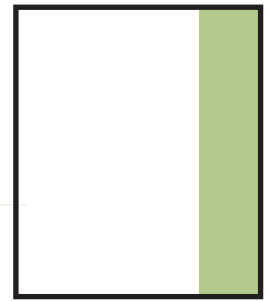
1/2 Page - Horizontal
9 1/4" x 5"



1/4 Page - Square
4 1/2" x 5"



Island
4 1/2" x 7 1/2"



1/4 Page - Vertical
2 1/8" x 11"



1/2 Page - Horizontal Spread
19 1/4" x 5"

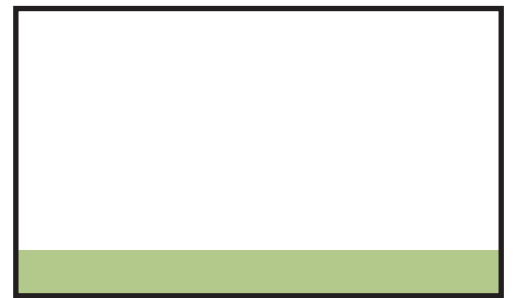


1 Page Banner
9 1/4" x 1 3/4"

* subject to availability



Full Page Spread - Bleed
20 3/4" x 12 1/4"



Banner Spread
19 1/4" x 1 3/4"

* subject to availability

Stitched Inserts Specifications

Effective October 1, 2006

Binding Method: Saddle Stitch with high folio lap (larger flap goes to back of book)

Card Size: Minimum: 4 1/8" wide x 6 1/2" deep;
Maximum: 10" wide x 11" deep
No live copy less than 1/4" from final trim

Head Trim: 1/8", jogs to head

Minimum hanger width: 3 1/2" Minimum Lap: 3/8"

Paper Stock Requirements: Minimum: 60# text, maximum: 12 pt. Card

Perforation: If an insert is stitched and contains a perforation, keep perf 1/4" from the fold.

Quantity: Dependent upon issue date, call for estimate.

Sample Delivery: Sample delivery and approval necessary before accepting insertion order. If sample is not yet printed, please submit bluelines indicating trim, fold, and perforation marks, paper stock and weight of insert.

Delivery Date: Two weeks prior to publication date. Inserts must be shipped prepaid in cartons on skids. Each carton must be labeled with inside count, GOLFWEEK and the issue date that the insert is to run must be displayed prominently.

Ship samples/bluelines to both:

Robin Daily
Turnstile Publishing
1500 Park Center Dr.
Orlando, FL 32835-5705
(407) 563-7031

Lisa Guzek
Quebecor World
660 Mayhew Lake Road NE
St. Cloud, MN 56034
(320) 654-2400

Ship inserts to:

Lisa Guzek
Quebecor World
660 Mayhew Lake Road NE
St. Cloud, MN 56034
(320) 654-2400

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Business Reply Cards

Stitched Business Reply Cards Specifications

Effective October 1, 2006

Ad Space Sizes

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Inserts Specs

Business Reply Cards

Binding method:	Saddle Stitch
Postal requirements:	Minimum 3 1/2" x 5", maximum 4 1/4" x 6".
Card Size:	Minimum: 8 1/2" wide x 3 1/2" deep (minimum postal requirements of 5" x 3 1/2" plus minimum bind in flap). Maximum: 10" wide x 11" deep Minimum Bind in Flap: 3 1/2" Minimum Lap: 3/8" (High folio lap: larger flap goes to back of book) No live copy less than 1/4" from final trim
Head trim:	1/8", jogs to head
Paper stock requirements:	Minimum: 80# text, maximum: 12 pt. Card
Perforation:	If an insert is stitched and contains a perforation, keep perf 1/4" from the fold.
Quantity:	Dependent upon issue date, call for estimate.
Sample delivery:	Sample delivery and approval necessary before accepting insertion order. If sample is not yet printed please submit bluelines indicating trim, fold, and perforation marks, paper stock and weight of insert.
Delivery date:	<u>Three weeks prior to issue date. Inserts must be shipped prepaid in cartons on skids. Each carton must be labeled with inside count. GOLF WEEK and the issue date must be displayed prominently.</u>

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