

PRINT

CALIFORNIA GOLF (75,000 copies bi-monthly)

- Distributed to more than 500 locations in Southern California in conjunction with the SCPGA
- Distributed to more than 500 locations in Northern California in conjunction with the NCPGA



REGIONAL DISTRIBUTION

- San Francisco/San Jose (15,000)
- Los Angeles (15,000)
- Orange County (15,000)
 - Inland Empire/Coachella Valley (15,000)
 - San Diego (15,000)



DIGITAL

WORLDWIDE GOLF SHOPS

(140,000 e-mailed distribution)



Magazines also distributed to more than 25 Roger Dunn, Golf Mart and Vans stores in California and Arizona as well as other fine golf shops and golf facilities.

2014 MEDIA KIT

CaliforniaGOLF

NEWS & TRAVEL



PGA
Northern California Section



PGA
Southern California

DAILY

Website & Social Media

www.calgolfnews.com

WEEKLY

Newsletter

GolfLinksWeekly.com

MONTHLY

Digital Magazine

Golf Gear Magazine

BI MONTHLY

Print Magazine

California Golf



2014 PRINT DEADLINES

ISSUE	SPACE CLOSES	MATERIALS DUE	AVAILABLE
JAN/FEB	Dec 10	Dec 17	Jan 3
MAR/APR	Feb 11	Feb 18	Feb 28
MAY/JUN	Apr 15	Apr 22	May 2
JUL/AUG	June 10	June 17	July 2
SEPT/OCT	Aug 12	Aug 19	Sep 5
NOV/DEC	Oct 14	Oct 21	Oct 31

2014 DIGITAL DEADLINES

ISSUE	SPACE CLOSES	MATERIALS DUE	AVAILABLE
JANUNARY	Dec 10	Dec 17	Jan 3
FEBRUARY	Jan 14	Jan 21	Jan 31
MARCH	Feb 11	Feb 18	Feb 28
APRIL	Mar 18	Mar 22	Mar 28
MAY	Apr 15	Apr 22	May 2
JUNE	May 13	May 20	May 30
JULY	June 10	June 17	July 2
AUGUST	July 15	July 22	Aug 1
SEPTEMBER	Aug 12	Aug 19	Sep 3
OCTOBER	Sep 9	Sep 16	Oct 3
NOVEMBER	Oct 14	Oct 21	Oct 31
DECEMBER	Nov 11	Nov 18	Nov 28

PRINT SPECS	WIDTH	HEIGHT
Spread		
Live area	15.75"	x 9.75"
Trim	16.75"	x 10.75"
Bleed	17.25"	x 11.25"
*Allow 1/8" on either side of the gutter for crossover type. Breaking single words through the gutter is not recommended.		
Full Page		
Live Area	7.375"	x 9.75"
Trim	8.375"	x 10.75"
Bleed	8.875"	x 11.25"
Half Page (Horizontal)	7.375"	x 4.75"
Half Page (Vertical)	3.55"	x 9.75"
1/4 Page	3.55"	x 4.75"

PRINTED EDITION

Printing Specifications: Heat set Web press, Saddle-stitch binding, 133 Line screen

Digital File Specifications: Only PDF files are accepted. Make sure all attached image files are CMYK, 300 DPI, at 100% and all fonts are embedded. All Pantone/PMS colors must be converted to CMYK. Make sure the DPI is turned off before the PDF is made. Collected files will not be accepted. The live area dimensions start 1/2 of an inch inside the trim edge. **Crop marks must be included.** A Spread ad must be made into two separate pages. For a Spread ad, keep crossover type 1/8 of an inch from the gutter. Splitting a single word is not recommended. Publisher cannot guarantee exact alignment.

Publisher cannot guarantee readability of type smaller than 6 point or print quality screens other than 133-line. In the event that additional changes need to be made to an ad already received by the art department, production fees may be charged.

Submitting Ads: Files may be e-mailed to the Art Director, Sunny Kwon at skwon5@cox.net. In the body of the e-mail, please indicate the company/

client name, the size of the ad, the CGN issue number the ad is for, and any other pertinent information or instructions for identification of the ad being sent. Also, please provide name and phone number of the person sending the digital file for contact if there is any problem with the transmission of the ad. FTP transfer is available.

FTP INFORMATION
Host name: s101247.gridserver.com
User name: adclient@calgolfnews.com
Password: calgolfnews

DIGITAL EDITION
Digital File Specifications: Only PDF files are accepted. Make sure all attached images are RGB, 300 DPI, at 100% and all fonts are embedded. **Crop marks must be included. Please do not include bleeds.** A Spread ad must be made into two separate pages.

Production Charges: Minimum production charge \$50.00 for revisions. Charges for new-build ads 1/2 Page or smaller start at \$150.00. Full Page and Spread ads start at \$300.00. New-builds include 2 revisions. Ads created by Golf News & Travel

requested to be used in other publications will incur charges: Ads 1/2 Page or smaller will be charged \$300.00. Full Pages ads and larger will be charged \$500.00. All charges subject to change without notice.

Contracts & Copy Regulations: 30 days notice is given of rate revision, where practical. All orders are non-cancellable after closing date of issue. All cancellations and/or revisions to copy/space/format reservation must be in writing and received prior to issue closing. Contract rate protection is not offered. When change of copy is not received by advertising closing date, contracted advertiser's copy run in previous issue or substitute copy will be inserted and charged to the advertiser at current space and production charges.

Credit Requirements: All new accounts must supply a completed Golf News & Travel credit application at time of insertion and pay in advance until publisher has approved credit application.

Circulation: California Golf News & Travel subscriptions are \$20.00 per year (11 issues) Periodical Class mail.

FULL DISTRIBUTION 75,000

RATES	1X	3X	6X
Spread	9,550	8,980	8,400
Full Page	6,250	5,260	4,440
1/2 Page	3,750	3,180	2,650
1/4 Page	2,180	1,820	1,280

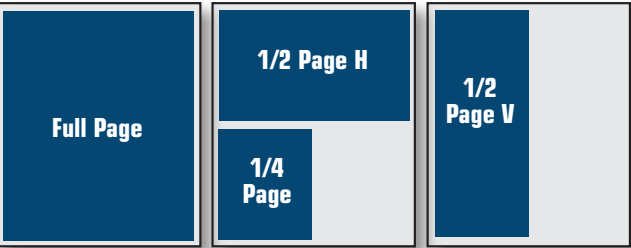
REGIONAL DISTRIBUTION 15,000

RATES	1X	3X	6X
Full Page	1,595	1,295	1,095
1/2 Page	1,125	875	650
1/4 Page	825	625	450

DIGITAL DISTRIBUTION

RATES	1X	3X	6X
Spread	2,850	2,480	2,150
Full Page	1,950	1,560	1,240

ONLINE BANNER ADVERTISING RATES & DIMENSIONS		
Leaderboard (top)	720 x 90	\$300 per month
Square (side)	300 x 250	\$225 per month



DIGITAL SPECS	WIDTH	HEIGHT
Spread	14.22"	x 9.48"
Full Page	7.11"	x 9.48"