



SPECIFICATIONS

Trim Size: 7 7/8" x 10 3/4" (47p3 x 64p6)

Page Specifications:

Page	Live Area (inches)	Live Area (picas)	Bleed
Full Page	7"(w) x 10"(H)	42p(w) x 60p(H)	8 1/8"(w) x 11"(H) (48p9 x 66p)
2/3 vert., 2 col.	4 5/8"(w) x 10"(H)	27p9(w) x 60p(H)	—
1/2 hor., 3 col.	7"(w) x 4 1/8"(H)	13p6(w) x 60p(H)	—
1/3 vert., 1 col.	2 1/4"(w) x 10"(H)	13p6(w) x 60p(H)	—
1/3 square	4 5/8"(w) x 4 5/8"(H)	27p9(w) x 27p9(H)	—
Spread	15"(w) x 10"(H)	90p(w) x 60p(H)	16"(w) x 11"(H) (96p x 66p)

Retain all live matter within live area specs. Bleed ads must be centered to allow for positioning on either right or left-hand page. Gutter allowance for spread is 1/4" at each face.

Ads are to be sent in digital format in accordance with these specifications. PGA Magazine will accept film, and convert such film to digital files at a monthly cost of \$250.00 per advertisement.

DIGITAL SPECIFICATIONS

High-resolution, reproduction quality PDF/x1a files preferred. It is highly recommended that all color advertisements be accompanied by a printed proof. Nonetheless, Publisher cannot assure that any or all differences between the proof and any submitted materials will be identified by publisher.

Note for InDesign submissions: All materials prepared using InDesign are required to be accompanied by a printed proof. Due to past problems with advertising submitted that was originally designed using InDesign software, Publisher will not take responsibility for the accuracy of any advertising reproduction (of text, color, trims or otherwise) if such ad was prepared using InDesign software whether a proof is submitted or not.

If you have any questions regarding PDF Files, please contact us at 215-914-2071. If you do not have the capability to create a PDF File, there will be a minimum charge of \$75 for us to transfer your ad into a PDF format.

MATERIAL CLOSE DATES:

Annual E-Publication ad materials are due February 2, 2015.

GolfMeet "Best Practices" E-mail Series ad materials are due three weeks prior to the publishing date, e.g., the June 2015 material deadline is May 11.

To e-mail ad creative that has a maximum file size of 12MB, please send to pgamagazine@aol.com and copy jyuen@pgamagazine.com

All ad materials larger than 12MB can be posted to the PGA Magazine Publications & Marketing Group's FTP Site:

Address: FTP://75.151.169.2

Acct: FTPggrw

Password: sesame

Note: Site is case sensitive, must use an ftp client (i.e., Fetch)

Please send an e-mail to Julie Yuen at jyuen@pgamagazine.com once the file has been posted.

Terms & Conditions are found on your Insertion Order.

