



TEE-OFF TIMES

"No other Michigan publication reaches more golf course decision makers."

Top reasons why advertisers choose the Tee-Off Times

Targeted Audience

The Tee-Off Times is delivered to the decision maker, the golf course owner and operator.

Member Discount

MGCOA corporate members can take advantage of low-cost advertising and receive a discount off all regular ads.

Advertising Schedule and Rate Chart

Looking for the best way to reach the Michigan golf industry?

Look no further than *Tee-Off Times*, the official newsletter of the Michigan Golf Course Owners Association. The Michigan Golf Course Owners Association has the states largest membership of golf course decision makers.

The *Tee-Off Times* content is vital, timely, interesting to read and news oriented. We point out legislative and regulatory issues, emerging trends, and

tackle everyday operational problems that golf course owner's face. Valuable information and how-to articles are included from industry experts. We have an outstanding mix of news, education, and entertainment.

Our publication is an 8.5"x11" newsletter format and is the official publication of the Michigan Golf Course Owners Association. It is offset printed and ranges in size from 12 to 32 pages in length.

You can publicize your company's products and/or services to the largest group of golf course owners, managers and key industry personnel in the state. Whether you choose **display advertising or inserts**, your message will go to hundreds of golf course owners and operators.

Call us toll-free at **800.860.8575** to reserve ad space

Tee-Off Times publication dates

(Please reserve ads at least two weeks before date listed.)

Copy Deadline is the 15th of the month preceding the publication month.

- The Tee-Off Times is published in:
- March*
 - July
 - September*
 - November

*Expanded distribution to include ALL owners and operators in the state



Contact: Jada Paisley, CMP, MGCOA Member Services Coordinator, jpaisley@mgcoa.org 800-860-8575

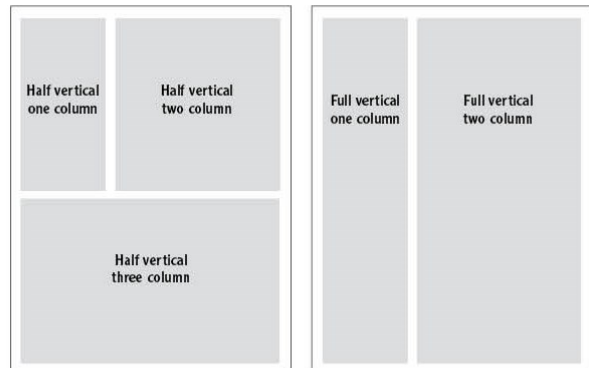
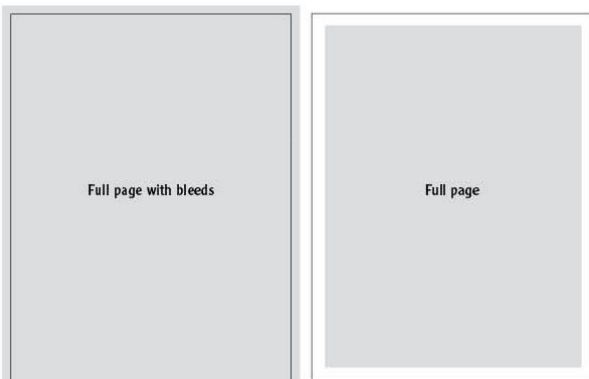
Ad sizes and rates

Ad size	Width x Height	All Ads Full Color
Half vertical, one column	2.375"w x 5.0"h	\$500
Half vertical, two column	4.9375"w x 5.0"h	\$650
Half vertical, three column	7.5"w x 5.0"h	\$900
Full vertical, one column	2.375" w x 10.1875"h	\$650
Full vertical, two column	4.9375"w x 10.1875"h	\$900
Full vertical, three column	7.5"w x 10.1875"h	\$1,100
Full page	7.5" x 10.1875"	\$1,300
Full page (with bleeds)	9.0" x 11.5"	\$1,300

Advertise in 4 issues and receive a 10% discount (in addition to any other earned savings).

For a Media Kit, contact Jada Paisley at jpaisley@mgcoa.org.

Ad formats



Mechanical requirements

Please provide artwork as a high-resolution (300 dpi) electronic file in either *tif*, *jpg* or *pdf* format. Files can be submitted on a CD-ROM, a Flash drive or via e-mail to jpaisley@mgcoa.org. Film negative(s) may also be provided (right reading, emulsion down, and separated for each color.) A proof of artwork is helpful. Ad design services are available – call for pricing.

Inserts

Inserts must be flat, single page and letter size. Any variations must be discussed in advance and the rates will vary. Inserts are due by the copy deadline. Call in advance to reserve the space. Management reserves the right to limit the number of inserts in a publication. Your **insert** advertising investment is **\$350 (Jul/Nov)** or **\$500 (Mar./Sept)**. Please check with the MGCOA for total number of inserts needed per issue. If you would like the MGCOA to print your inserts, call us for a quote.

It is agreed that the advertiser/agency will indemnify and save the publisher from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.



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Give our team a call. We'd love to work with you

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As other advertising opportunities come up, Jada will be in touch.
Got an idea you would like to pursue, give us a call.

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