



66 Main Street, Warrenton, VA, 20186

Dear Advertiser,

Thank you for your interest in advertising in Disc Golf Magazine, a bi-monthly publication dedicated to promoting the sport of disc golf. We are excited about the opportunity to work with you to professionally present your products, services, and events to a new and untapped group of active, enthusiastic disc golfers.

Founded in 2004, Disc Golf Magazine reaches more than 22,000 active disc golfers throughout the United States six times per year. Many of these disc golfers are newer players or more experienced disc golfers who play frequently with friends, but are not members of the Professional Disc Golf Association. To reach these players, Disc Golf Magazine is available for FREE through pro shops and disc retailers throughout the United States.

Here's how Disc Golf Magazine works:

**Delivered Every Two Months to Pro Shops and Disc Retailers**

Every two months, we deliver Disc Golf Magazine FREE to pro shops and disc retailers throughout the country. Each issue features a mix of color and black and white content professionally printed in an eye-catching oversized 10" x 13" tabloid format.

Content includes timely articles, news, interviews, course profiles, travel ideas, event previews, equipment reviews, and easy-to-use instruction for all levels of players. Disc Golf Magazine takes great pride in featuring the best disc golf photography ever assembled in a clean, clear, and professional design created by Flash Point Communications, a professional design and marketing company that has designed the PDGA's National Tour and PDGA Tour marketing materials since 2004.

**Home Delivery Is Available**

Disc Golf Magazine is also available by subscription for those who would like the convenience of having the magazine delivered to their homes. These home subscribers offer a great opportunity to reinforce and augment your current advertising efforts.

**Please Review the Attached Rate Card and Spec Sheet**

Thanks again for your interest in advertising in Disc Golf Magazine. Please review the attached rate card and ad spec sheets for more details on costs and available sizes. Remember that all spaces are available on a first-come first serve basis. Feel free to contact us immediately at 540-428-2901 or via email to [advertise@discgolfmag.com](mailto:advertise@discgolfmag.com) to reserve your desired space. We look forward to working with you to reach a new and untapped group of disc golfers.

Thanks,



David Henrickson  
Disc Golf Magazine

**Disc Golf Magazine**

# 2007 Display Advertising Rates

**Incredible Value and Unmatched Flexibility**

At Disc Golf Magazine, our goal is to offer advertisers the best value possible. With an oversized 10" x 13" format, the option of full color or black and white artwork, and a range of sizes, Disc Golf Magazine offers the flexibility to meet nearly any advertising objective. Our publication currently boasts a circulation of 18,000 and growing with every issue. Additionally, we offer significant savings for committing to multiple ads. Mix and match sizes to get the best rates throughout the year.

	6 Times	5 Times	4 Times	3 Times	2 Times	Single
Back Cover++	1280	1395	1480	-	-	-
Inside Front Cover++	1150	1185	1230	-	-	-
Inside Back Cover++	1085	1145	1185	1220	-	-
2 Page Spread++	1260	1300	1360	1400	1480	1540
Full Page (full color)	810	890	950	980	1040	1100
Full Page (b/w)	510	570	650	680	720	760
1/2 Page Spread (full color)	870	910	940	980	1000	1050
1/2 Page Spread (b/w)	640	700	760	790	820	880
1/2 Page (full color)	480	520	545	585	615	655
1/2 Page (b/w)	315	380	410	440	470	495
1/4 Page (full color)	380	395	415	445	475	500
1/4 Page (b/w)	235	275	300	365	390	415
1/8 Page (b/w only)	170	210	240	270	300	330

++ These locations and sizes in full color only

All costs in US dollars and subject to change

**Materials**

Disc Golf Magazine requires artwork delivered in electronic format. Preferred format is an Adobe Acrobat portable document format (.pdf) file. Save your Adobe Acrobat file at 300dpi as version 5.0 (or lower) compatible with all artwork saved in CMYK format with all fonts embedded.

Disc Golf Magazine can also accept your artwork as a flattened .tif, .jpg or Photoshop (.psd) file at 300dpi with all artwork converted to CMYK. Disc Golf Magazine can also accept files in Adobe Illustrator (version 10 and below) and Macromedia Freehand (MX and below) and Adobe InDesign 2.0. Please be sure to convert all fonts to curves or include with your file.

**Delivery of Completed Materials**

Please send your completed artwork via email to [advertise@discgolfmag.com](mailto:advertise@discgolfmag.com). Prefer to send on CD, DVD or 100meg zip disc? Mail your discs to Flash Point Communications, 66 Main Street, Warrenton, VA 20186. If you have any questions or would prefer to send your files via ftp, call David Henrickson at Disc Golf Magazine at 540-428-2901.

## Display Advertising Rates *(continued)*

### Changes to Artwork

If you need to make changes to your ad artwork, there will be a charge of \$100 per hour. Please let us know what changes need to be made and we will put together a complete estimate of costs.

### Advertising Design is Available

Need help designing an ad for an upcoming issue of Disc Golf Magazine? The design and marketing professionals at Flash Point Communications can help you create a distinctive ad or a complete campaign depending on your goals and budget. For a complete estimate of costs, please contact Flash Point Communications at 540-428-2901.

### Deadlines

Disc Golf Magazine is a bi-monthly publication. Space reservations for all advertising should be made 45 days before date of delivery. Completed ad artwork in approved format must be in our hands no later than 30 days before the issue is to deliver. Here is the complete schedule:

Publication Date	Space Reservation	Materials Due By:
February 1	December 15	January 1
April 1	February 15	March 1
June 1	April 15	May 1
August 1	June 15	July 1
October 1	August 15	September 1
December 1	October 15	November 1

### Payment

Payment for advertising space is due at the time of submission of your artwork. If you would like to prepay for future ads in Disc Golf Magazine, subtract 5% from the total cost for prepayment of 3 -5 issues. Prepayment of 6 issues or more qualifies advertisers for a 10% discount from the total cost of advertising. Payment can be made by check or money order made payable to:

Disc Golf Magazine  
66 Main Street  
Warrenton, VA 20186

### Cancellation

Cancellation of any ad or a change in its scheduled date of publication must be received in writing or via email before the space reservation deadline. Ads cancelled after the reservation deadline will be billed at 100%.

### Ready to Reserve Space?

To reserve your space for an upcoming issue of Disc Golf Magazine, please contact David Henrickson via email to [advertise@discgolfmag.com](mailto:advertise@discgolfmag.com) or at 540-428-2901. Please note that all spaces are available on a first-come first-serve basis and all size or color options will not be available in every issue.

**To reserve your space, contact Flash Point Communications at:**

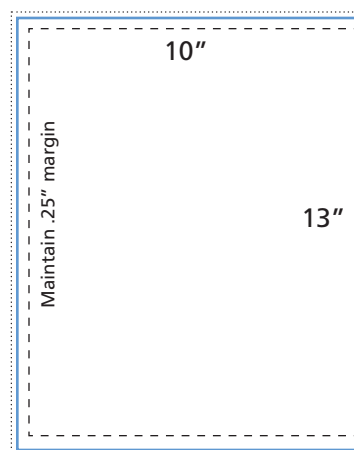
**[advertise@discgolfmag.com](mailto:advertise@discgolfmag.com)**  
**540-428-2901**

## Display Advertising Sizes

### A Range of Sizes and Formats to Match Any Need

Disc Golf Magazine offers a range of display advertising sizes and formats to meet any need. Premium locations (inside front, inside back, and back cover) offer full color and full bleed. Most of our other options are available in either full color or black and white depending on your objectives and desired budget.

Please review the following pages for complete details on ad dimensions including required margin and bleed area, where appropriate. If you have any questions, contact Flash Point Communications via email to [advertise@discgolfmag.com](mailto:advertise@discgolfmag.com) or call 540-428-2901.

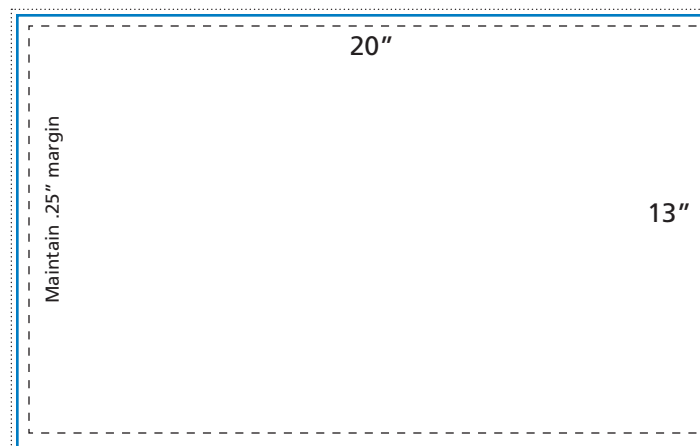


Add .125" for full bleed

### Inside Front, Inside Back and Back Cover

These three premium locations offer the opportunity for full-bleed artwork. Please keep at least .25" margin in your file to ensure that all artwork appears in final. Add .125" around your advertisement to guarantee that your artwork comes out as you expect.

Full color artwork only  
Final Ad Size: 10" x13"  
Ad Art Size w/Bleed: 10.25" x 13.25"  
Margin Area: .25"



Add .125" for full bleed

### Two-Page Spread

A two-page spread allows our largest area and biggest impact to relay your message. Please keep a .25" margin in your file to ensure that all artwork appears in final to add .125" around your advertisement to guarantee that your artwork comes out as you expect.

Full color artwork only  
Final Ad Size: 20" x13"  
Ad Art Size w/Bleed: 20.25" x 13.25"  
Margin Area: .25"

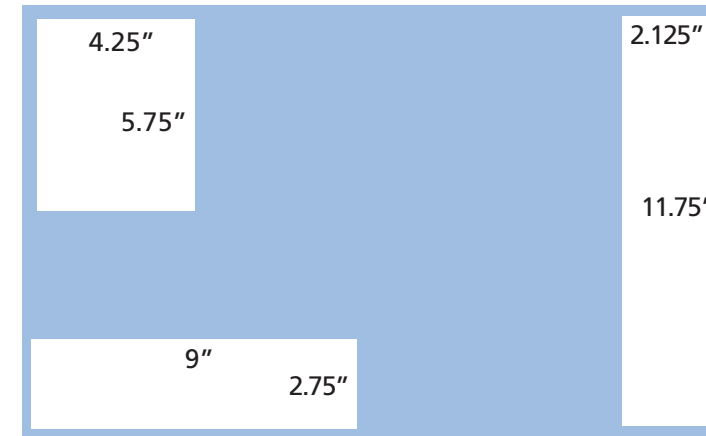
## Display Advertising Sizes *(continued)*



### Full Page

Choose our full page space to maximize your impact. Choose from black and white or full color artwork.

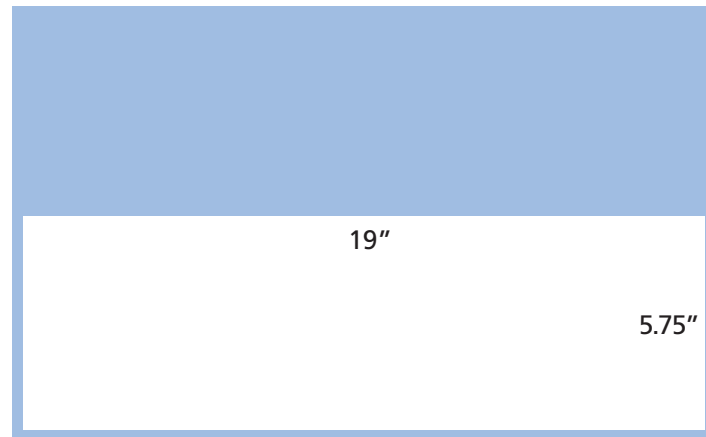
Full color or black and white artwork  
Final Ad Size: 9" x 11.75"



### Quarter Page Vertical, Horizontal, or Square

With three different shape options, our quarter page advertisements offer versatility and visibility at a low price. Available in full color or black and white.

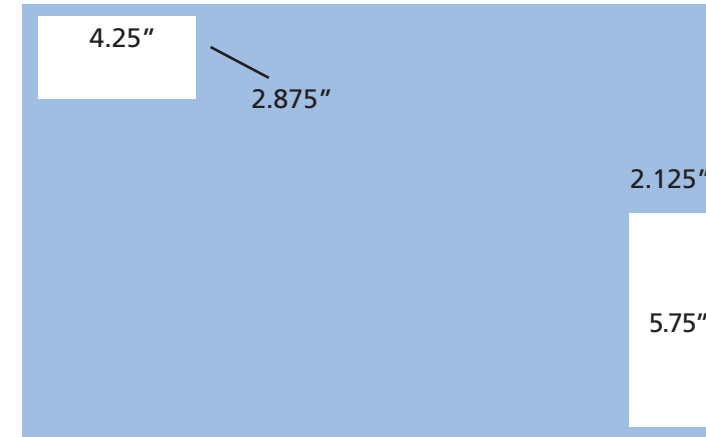
Full color or black and white artwork  
Final Ad Size (Vertical): 2.125" x 11.75"  
Final Ad Size (Horizontal): 9" x 2.75"  
Final Ad Size (Square): 4.25" x 5.75"



### Half Page Spread

Our unique half page spread is an interesting way to relay lots of information in a striking horizontal format

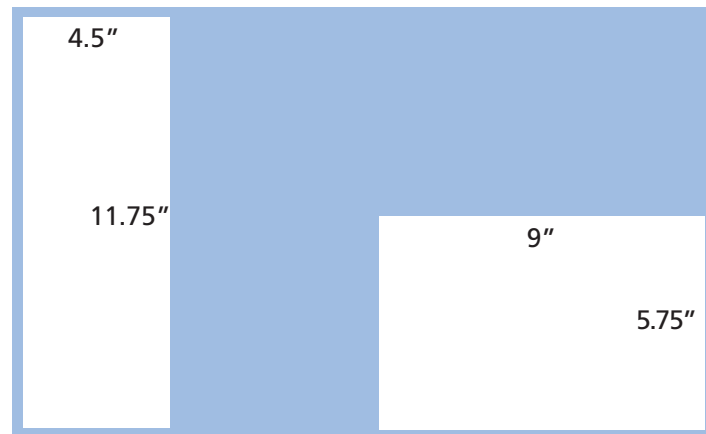
Full color or black and white artwork  
Final Ad Size: 19" x 5.75"



### 1/8 Page Vertical or Horizontal

Our smallest display ad is a great point of entry or an interesting way to increase your presence. Available only in black and white.

Black and white artwork only  
Final Ad Size (Vertical): 2.125" x 5.75"  
Final Ad Size (Horizontal): 4.25" x 2.875"



### Half Page Vertical or Horizontal

Choose from half page vertical or half page horizontal to get a strong impact for your advertising budget

Full color or black and white artwork  
Final Ad Size (Vertical): 4.5" x 11.75"  
Final Ad Size (Horizontal): 9" x 5.75"

COMPANY NAME \_\_\_\_\_

CONTACT \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_ CORPORATE WEBSITE \_\_\_\_\_

### PAYMENT OPTIONS

#### Display ADVERTISING:

##### 1 x ADVERTISER

Contract required for each ad placed in Disc Golf Magazine. Prepayment required with art delivery (see schedule).

##### 2-6 x ADVERTISER

Contract on initial insertion order. Discounts available for 3x (5%) or 6x (10%) prepayment via check or credit card. Otherwise, payment due with ad delivery.

### CLOSING DATES

We would like to advertise in the following issue(s):

Issue	Contracts Due	Art Due	
February 1	December 15	April 1	<input type="checkbox"/>
April 1	February 15	March 1	<input type="checkbox"/>
June 1	April 15	May 1	<input type="checkbox"/>
August 1	June 15	July 1	<input type="checkbox"/>
October 1	August 15	September 1	<input type="checkbox"/>
December 1	October 15	November 1	<input type="checkbox"/>

First Issue \_\_\_\_\_

Last Issue \_\_\_\_\_

Ad Size \_\_\_\_\_ Full Color / Black and White (circle one)

### NOTES

Got questions about our advertising rates, sizes, or this contract? Please contact David Henrickson at 540-428-2901 with any questions or comments.

Disc Golf Magazine      Tel: 540-428-2901  
 66 Main Street          Fax: 540-428-2903  
 Warrenton, VA 20186    info@discgolfmag.com

### CALCULATE TOTAL FOR ADVERTISING

#### Display Advertising:

Rate Per Ad \_\_\_\_\_ \$  
 (based on size/frequency/color - see rate sheet)

Frequency (enter number of times the ad will run) x \_\_\_\_\_

SUBTOTAL (multiply rate per ad by frequency) \$ \_\_\_\_\_

#### Prepayment Discounts:

Prepay 3x issues - subtract 5% \$ \_\_\_\_\_

Prepay 6 x issues - subtract 10% \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

### SUBMISSION

Direct all advertising materials or inquiries to

Advertising Coordinator  
 Disc Golf Magazine  
 66 Main Street  
 Warrenton, VA 20186

Tel: 540-428-2901  
 Fax: 540-428-2903  
 advertising@discgolfmag.com

www.discgolfmag.com

### MATERIALS

Changes in advertising materials once received will be billed at \$75.00 per hour. If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser will be billed for the space reserved.

### TERMS AND CONDITIONS

Disc Golf Magazine accepts advertising placed by agencies on behalf of their clients under the rules of agency defined in the Uniform Commercial Code. As such, all costs and liabilities associated with the placement of such advertising are the responsibility of the advertiser.

Disc Golf Magazine reserves the right to determine the suitability of all ads submitted for publication or distribution, and to reject advertising that does not meet its editorial or production criteria.

### PAYMENT

TOTAL DUE: \_\_\_\_\_ Date: \_\_\_\_\_

Check enclosed — Check # \_\_\_\_\_

Bill total to credit card

Bill \$ \_\_\_\_\_ to credit card per insertion

VISA/MC

American Express     Discover

Card number \_\_\_\_\_

Expiration date \_\_\_\_\_

Billing Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### SIGNATURE

Please sign below to begin your advertising. Note that your signature constitutes agreement to the terms and conditions specified in this document.

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Thank you for Advertising  
 in Disc Golf Magazine!**