

2023 / 2024

MEDIA KIT



ONCOURSE

OFFICIAL PUBLICATION OF THE

ONTARIO GOLF SUPERINTENDENTS' ASSOCIATION



Advertise with Ontario's largest publication dedicated to advancing the golf course superintendent profession.



Publishing Dates	Material Deadline	Release Date
November 2023	October 13, 2023	November 24, 2023
April 2024	February 16, 2024	March 29, 2024
June 2024	April 19, 2024	May 31, 2024
August 2024	July 19, 2024	July 31, 2024

Advertise with ONCourse
 Contact us today
 Diane Davey, Advertising Manager
 Tel: 289-337-4305 diane@blenheim.ca

Bonus: Save 15%

WHEN YOU BOOK 4 ISSUES

2023/2024 Advertising Rates

Premium Locations

4-Colour Process	4-Issue Rate ONLY
Outside Back Cover	\$5,725.00
Inside Front Cover	\$5,575.00
Inside Back Cover	\$5,575.00
Business Card Appearing under President's Message	\$1,020.00

4-Colour Process

Ad Size	Single Rate	4-Issue Rate
Full Page	\$1,495	\$5,083
2/3 Page	\$1,391	\$4,729
1/2 Page	\$859	\$2,921
1/3 Page	\$694	\$2,360
1/4 Page	\$566	\$1,924
1/6 Page	\$351	\$1,193
Business Card	\$273	\$928

Black and White

Ad Size	Single Rate	4-Issue Rate
Full Page	\$949	\$3,227
2/3 Page	\$817	\$2,778
1/2 Page	\$588	\$1,999
1/3 Page	\$514	\$1,748
1/4 Page	\$429	\$1,459
1/6 Page	\$259	\$880
Business Card	\$206	\$700

Inserts

Ad Size	Single Rate	4-Issue Rate
Up to 8.5 x 11 Colour or black & white	\$619	\$2,105

Belly Band

Ad Size	Single Rate + Printing
Wrapped & glued around issue	\$650 + \$1,495*

*Cost includes printing and bindery only for a 1-sided, full colour ad printed on 100lb, 10% recycled FSC stock.

Print ready artwork required, see back page for specifications. Additional costs will be billed at \$85/hr for any artwork changes required.

Premium locations: Premium locations are based on a mandatory four issue commitment.

HST applicable on all rates.

4X Issue Rate: The four issue rate includes a 15% discount and will be invoiced to you and PAYMENT DUE IN FULL upon the publication and distribution of the FIRST insertion.

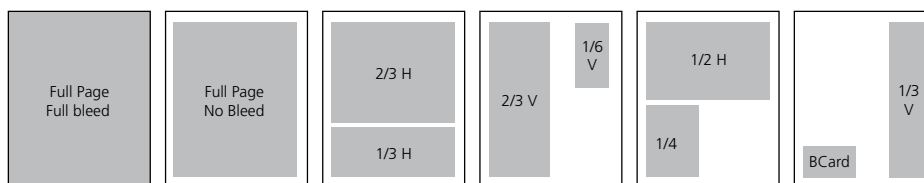
Not for profit and educational institutes: Institutes will receive 25% off each single advertisement OR 50% off the single advertisement rate if the commitment for 4 advertisements specifying the issue the ads are to appear in is submitted with the initial order on our insertion form.

Insertions: Inserts are distributed to associate and non-associate OGSA members. Split distribution requests will not be accepted.



ONTARIO GOLF SUPERINTENDENTS' ASSOCIATION

Ad Sizes	Dimensions (inches)		
	Width	x	Height
Full Page - Full bleed (Trim size 8.5" w x 11" h)	8.75	x	11.25
Full Page - No bleed	7.25	x	9.75
2/3 Page Horizontal	7.25	x	6.4
2/3 Page Vertical	4.75	x	9.75
1/2 Page Horizontal	7.25	x	4.8
1/2 Page Vertical	3.5	x	9.75
1/3 Page Horizontal	7.25	x	3.1
1/3 Page Vertical	2.3	x	9.75
1/4 Page Horizontal	4.8	x	3.5
1/4 Page Vertical	3.5	x	4.8
1/6 Page Horizontal	4.75	x	2.3
1/6 Page Vertical	2.3	x	4.75
Business Card Horizontal or Vertical	3.5	x	2
Belly Band - with bleed (Trim size 4" w x 18.5" h)	4.25	x	18.75



Advertisements may be submitted as PDF format.

- All colour advertisements must be supplied at resolution 300DPI in CMYK.
- All files must be set to the size specified on the ad insertion order.
- Full Page - full bleed, bleed should be set to 1/8" on all sides, with crop marks.
- We recommend ensuring ads / images be saved as CMYK and not RGB. Providing ads in RGB can result in unexpected colour shifts and are not the responsibility of the publisher.
- We accept files on CD, DVD or via FTP (please contact production for FTP instructions).
- We accept files via email if the file is less than 10mb

NOTE: Any divergence from the above specifications may result in improper printing. Work which we perform to bring a file to specs will result in additional charges.

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Contact us today

Diane Davey, Advertising Manager
Tel: 289-337-4305 diane@blenheim.ca

ONCourse

4 seasonal issues

Insertion Order for _____ Issues
(insert number of issues 1 to 4)

Company Name: _____

Mailing Address: _____

Contact Person: _____ Signature: _____

Phone: _____ Fax: _____

Email Address: _____

Ad Size: _____ Issue: November 2023 March 2024 June 2024 August 2024

Ad Location: Standard Location Back Cover
 Inside Front Cover Inside Back Cover

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INSERTION FORMS FOR THE FOUR ISSUE RATE TO BE SUBMITTED BY OCTOBER 13, 2023

Please complete this form and either email or fax it to:

ONCourse – Official Publication of the OGSA

Diane Davey, Advertising Manager

Tel: 289-337-4305

Fax: 289-337-4187

Email: diane@blenheim.ca