

# 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 2024	September 20, 2024	November 1, 2024
April 2025	February 28, 2025	April 11, 2025
June 2025	April 18, 2025	June 2, 2025
August 2025	June 20, 2025	August 4, 2025

Advertise with ONCourse  
Contact us today

Diane Davey, Advertising Manager  
Tel: 289-337-4305 [diane@blenheim.ca](mailto:diane@blenheim.ca)

**Bonus: Save 15%**

WHEN YOU BOOK 4 ISSUES

# 2024/2025 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.

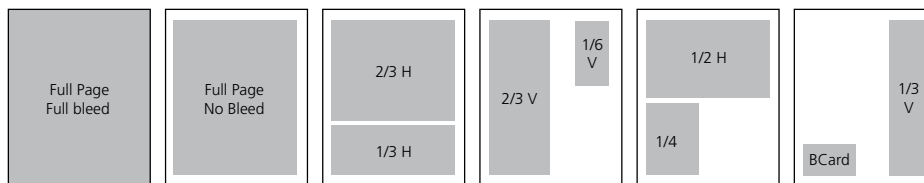
**Not for profit and educational institutes:** Institutes will receive 25% off each single advertisement OR 50% off the single advertisement rate if the commitment for 4 advertisements specifying the issue the ads are to appear in is submitted with the initial order on our insertion form.

**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 via email if the file is less than 10mb, if larger please use an online file transfer system such as Hightail or WeTransfer.

**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](mailto: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 2024  April 2025  June 2025  August 2025

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, 2024**

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](mailto:diane@blenheim.ca)