

ONCOURSE

OFFICIAL PUBLICATION OF THE

ONTARIO GOLF SUPERINTENDENTS' ASSOCIATION

2025 / 2026 MEDIA KIT



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



| Publishing Dates | Material Deadline | Release Date |
|------------------|--------------------|------------------|
| November 2025 | September 20, 2025 | November 1, 2025 |
| April 2026 | February 13, 2026 | April 7, 2026 |
| June 2026 | April 17, 2026 | June 1, 2026 |
| August 2026 | June 19, 2026 | August 4, 2026 |

Advertise with ONCourse
Contact us today

Courtney White, Advertising Manager
Tel: 226-770-5303 admin@ogsa.ca

Bonus: Save 15%
WHEN YOU BOOK 4 ISSUES

2025/2026 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 |

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.

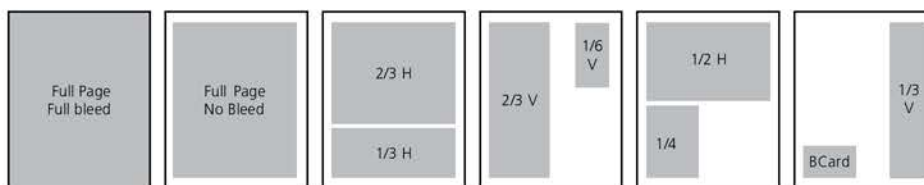
Not for profit and educational institutes: Institutes will receive 25% off each single advertisement OR 50% off the single advertisement rate if the commitment for 4 advertisements specifying the issue the ads are to appear in is submitted with the initial order on our insertion form.

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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