2026 / 2027 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 2026	September 11, 2026	November 2, 2026
April 2027	February 22, 2027	April 21, 2026
June 2027	April 16, 2027	June 1, 2026
August 2027	June 18, 2027	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

2026/2027 Advertising Rates

Premium Locations	
4-Colour Process	4-IssueRate ONLY
Outside Back Cover	$5,750
Inside Front Cover	$5,600
Inside Back Cover	$5,600

4-Colour Process		
Ad Size	Single Rate	4-Issue Rate
Full Page	$1,500	$5,100
2/3 Page	$1,400	$4,760
1/2 Page	$875	$2,975
1/3 Page	$700	$2,380
1/4 Page	$575	$1,955
1/6 Page	$359	$1,221

Black and White		
Ad Size	Single Rate	4-Issue Rate
Full Page	$960	$3,264
2/3 Page	$825	$2,805
1/2 Page	$600	$2,040
1/3 Page	$525	$1,785
1/4 Page	$440	$1,496
1/6 Page	$270	$918

The OGSA Annual Directory is a great one-off advertising option, or enhancement to your advertising plan. This valued resource reaches an audience of over 1,000 members and offers a full 12-month shelf life. The Directory is distributed with the June issue of OnCourse.

OGSA Annual Directory (5.5 x 8.5 spiral binding) - Released with June ONCourse	
Ad Type	
Full Page Back Cover	$1550
Full Page Inside Front Cover	$1065
Full Page Inside Back Cover	$1065
Full Page Colour -Standard	$755
Full Page Black & White Standard	$535
Business Card Black & White	$355

Print-ready artwork required; see page 5 for specifications. Additional costs will be billed at $100/hr for any artwork changes required.

Premium locations in ONCourse: 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 on a single ad size across four consecutive issues. PAYMENT DUE IN FULL upon the publication and distribution of the FIRST insertion.

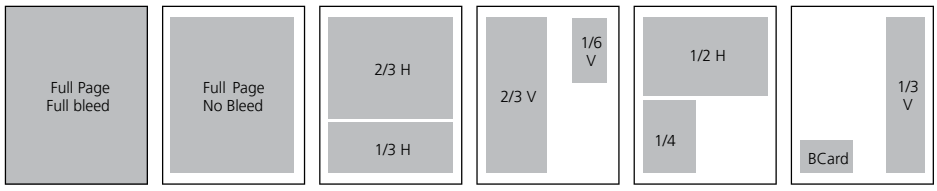
2026/ 2027 Ad Sizes

ON COURSE

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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
Directory Full Page (No Bleed)	4.5	x	7.875
Directory Business Card	3.5	x	2.0



Advertisements submission guidelines: Submit all ads saved in jpeg (.jpg) format.

- All colour advertisements must be supplied at resolution 300dpi in CMYK.
- Do not include crop marks on ads that are not designed to bleed.
- All files must be set to the size specified on the ad insertion order.
- Full Page - full bleed ads should be set to bleed 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 transfer system such as Hightail or WeTransfer: admin@ogsa.ca

NOTE: Any divergence from the above specifications may result in improper printing.

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ONCourse

4 seasonal issues

Please complete this insertion order form. The four-issue rate applies to a single ad size across four consecutive issues. Please see media kit for details. This form allows for up to two ad placements per issue. If your requirements extend beyond this, please complete an additional form.

Company Name: _____

Mailing Address: _____

Artwork Contact: _____ Signature: _____

Phone: _____ Fax: _____

Email(s): _____

Credit Card: _____ Expiry Date: _____ CVV: _____

❑ Invoice Me Invoice contact if different from above: _____

Ad 1 Size: _____ ❑ Black & White ❑ Colour

Issue: ❑ November 2026 ❑ April 2027 ❑ June 2027 ❑ August 2027 ❑ November 2027

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

Ad 2 Size: _____ ❑ Black & White ❑ Colour

Issue: ❑ November 2026 ❑ April 2027 ❑ June 2027 ❑ August 2027 ❑ November 2027

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

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

INSERTION FORMS FOR THE FOUR ISSUE RATE TO BE SUBMITTED BY OCTOBER 12, 2026

Please email it to: admin@ogsa.ca

Questions: Courtney White, Advertising Manager Tel: 226-770-5303