

## 2012 RATE CARD

### Digital & Print Inclusive

\*SINGLE EDITION: Ohio, New Jersey or Philadelphia

Spread	1X	2X (5%)	4X (15%)
All Editions	\$16,875	\$16,035	\$14,340
Washington Edition	\$8,995	\$8,545	\$7,645
Single Edition*	\$5,625	\$5,345	\$4,780

Full Page	1X	2X (5%)	4X (15%)
All Editions	\$9,780	\$9,285	\$8,310
Washington Edition	\$5,085	\$4,830	\$4,320
Single Edition*	\$3,260	\$3,095	\$2,770

Half Page (V/H)	1X	2X (5%)	4X (15%)
All Editions	\$6,780	\$6,440	\$5,760
Washington Edition	\$3,540	\$3,360	\$3,005
Single Edition*	\$2,260	\$2,145	\$1,920

Third Page	1X	2X (5%)	4X (15%)
All Editions	\$4,465	\$4,240	\$3,795
Washington Edition	\$2,465	\$2,340	\$2,095
Single Edition*	\$1,625	\$1,545	\$1,380

Note: 10 percent surcharge for Third-Page Vertical

Sixth Page	1X	2X (5%)	4X (15%)
All Editions	\$2,150	\$2,040	\$1,825
Washington Edition	\$1,100	\$1,045	\$935
Single Edition*	\$895	\$850	\$760

Back Cover	1X	2X (5%)	4X (15%)
Washington Edition	\$7,995	\$7,595	\$6,795
Single Edition*	\$5,125	\$4,865	\$4,355

Ask your sales representative for availability of multiple markets

Covers 2&3	1X	2X (5%)	4X (15%)
Washington Edition	\$6,240	\$5,925	\$5,305
Single Edition*	\$3,990	\$3,790	\$3,390

Ask your sales representative for availability of multiple markets

#### Miscellaneous additional

Market version change: \$150 per edition. Fifth color: 5 pct. surcharge. Guaranteed adjacency or first 20: 10 pct. surcharge. Cover gatefold: 100 pct. surcharge for Cover 2. Includes two pages of gatefold, Cover 2 and page 1 (four pages total).

### Digital Only

#### Additional Individual E-Blasts

Non-inclusive client rates underneath

	1X	2X (10%)
5M	\$500 na	\$450 \$675
10M	\$900 \$1,250	\$810 \$1,125
15M	\$1,200 \$1,485	\$1,080 \$1,335
25M	\$1,750 \$2,500	\$1,575 \$2,250
50M	\$3,250 \$4,295	\$3,000 \$3,865
100M	\$4,500 \$7,500	\$4,050 \$6,750
Additional per M	\$25 \$35	\$20 \$30

Rates are net. Non-contract clients must pay for first two e-blasts in advance. Limit one per month for non-inclusive clients. Direct mail/e-mail combo also available.

#### e-Newsletter Visibility

Featured Space	1X	Annual 12X
All Editions	\$1,150	na
Per Edition	\$535	na

Top Banner	1X	Annual 12X
All Editions	\$1,390	\$9,000
Per Edition	\$575	\$5,400

Button	1X	Annual 12X
All Editions	\$450	\$3,000
Per Edition	\$175	\$1,500

#### Web Site Visibility

Top Banner	1X	Annual 12X
All Editions	\$650	na
Per Edition	\$335	na

Button	1X	Annual 12X
All Editions	\$700	\$7,200
Per Edition	\$375	\$3,600

All Editions	\$275	\$2,400
Per Edition	\$145	\$1,200

### WINTER (Mails January 16)

Space: Dec. 16 | Materials: Dec. 22

Editorial: South of Your Border:

Hot Travel Destinations | Golf Outings

North Carolina Golf Guide

### SPRING (Mails April 10)

Space: March 14 | Materials: March 19

Editorial theme: Joining the Modern Club

Resorts: Beyond Golf

Virginia Golf Guide

### SUMMER (Mails May 21)

Space: April 25 | Materials: May 2

Editorial theme: Must-Play Courses

Mountains and Beaches

### FALL (Mails August 24)

Space: August 1 | Materials: August 7

Editorial theme: 2013 Travel Planner

The Carolinas | Florida

## PRODUCTION SPECIFICATIONS

Detailed *GolfStyles* production specifications and mailing address can be found online at [golfstylesmediakit.com](http://golfstylesmediakit.com).

All production materials and questions should be sent to:  
[production@golfstyles.net](mailto:production@golfstyles.net)

## CONTRACT TERMS

No cancellations of orders are accepted after space deadline. Contract cancellations must be received in writing 10 days prior to close date or client will be subject to billing. Cancelled contracts will be subject to short-rate charges. Terms: Gross rates apply. Net 30 days after publication. Client agrees to pay if agency defaults on payment. *GolfStyles* will publish previous ad on file if new materials are not received by the stated date. Changes requested to digital ads after closing deadline will be subject to \$150 charge. *GolfStyles* not responsible for proofing clients' ads unless they are created in-house. Publisher reserves right to request new ad material or reject any ad. If *GolfStyles* creates an ad, it becomes agency of record if that ad is used in another publication.