



Publication Trim Size 8 3/8 x 10 7/8 inches.

Space Size	Width in inches	Depth in inches
Full Page - Live	7 1/4	9 3/4
Full Page - Bleed	8 5/8	11 1/8
Full Page Spread - Live	15 1/2	9 3/4
Full Page Spread - Bleed	17	11 1/8
1/2 Page - Vertical	3 1/2	9 3/4
1/2 Page - Horizontal	7 1/4	4 7/8
1/3 Page - Vertical	2 1/4	9 3/4
1/4 Page - Square	3 1/2	4 7/8
Banner	7 1/2	1 3/4
Banner Spread	15 1/2	1 3/4
Front Coverwrap	7	5 7/8
Inside Coverwrap (Front/Back) - Live	7 1/4	9 3/4
Inside Coverwrap (Front/Back) - Bleed	8 5/8	11 1/8

ART REQUIREMENTS

MECHANICAL INFORMATION

Printing Heatset Web offset press

Binding Saddle-stitched

Colors Available Process, standard red, standard green, PMS, metallics.

Color Sequence PMS, black, cyan, magenta, yellow.

Storing of Materials Materials will be stored by the publisher for six months and then destroyed.

Shipping Ship space orders, contracts, correspondence, copy, film, etc., to: Advertising Traffic Coordinator, *Golfweek*, 1500 Park Center Drive, Orlando, FL 32835-5705; Fax: 407.563.7078, Phone: 407.563.7022.

ISSUANCE & CLOSING DATES

Golfweek is published weekly, issued Saturday. Except during holiday weeks, advertising closes 15 days prior to issue date at noon Eastern Standard Time. Materials are due at noon on the advertising close day. Special sections have earlier closing dates. The publisher may act on the written instructions of either the advertiser or agency as to any ad. No liability is assumed as to any instructions received after closing date.

ADVERTISING & PRODUCTION SPECS

Digital Formats

Mac OSX Platform:

(Please include an exported EPS with all fonts/images embedded.)

- * QuarkXpress
- * Adobe Photoshop
- * Adobe Illustrator
- * Adobe InDesign
- * Adobe PDFX1a files.

- Please place all components (images, documents, fonts) into one folder.
- Send only the files and artwork needed for output, include screen and printer font for each font used (no PC fonts please).
- Include an approved SWOP color proof.
- Turnstile Publishing cannot be held responsible for errors in reproduction if an approved color proof is not supplied.
- PMS and Metallics: Corresponding number, proof must be supplied.

Questions? Call 407.563.7022.



STITCHED INSERTS

BINDING METHOD Saddle Stitch with high folio lap (larger flap goes to back of book)

CARD SIZE

Minimum: 4 1/8" wide x 6 1/2" deep;
Maximum: 8 3/8" wide x 10 7/8" deep
No live copy less than 1/4" from final trim

HEAD TRIM 1/8", jogs to head

MINIMUM HANGER WIDTH 3 1/2"

MINIMUM LAP 3/8"

PAPER STOCK REQUIREMENTS Minimum: 80# text, maximum: 12 pt. Card

PERFORATION If an insert is stitched and contains a perforation, keep perf 1/4" from the fold.

QUANTITY Dependent upon issue date, call for estimate.

SAMPLE DELIVERY

Sample delivery and approval necessary before accepting insertion order. If sample is not yet printed, please submit bluelines indicating trim, fold, and perforation marks, paper stock and weight of insert.

DELIVERY DATE

Two weeks prior to publication date. Inserts must be shipped prepaid in cartons on skids. Each carton must be labeled with inside count, GOLF WEEK and the issue date that the insert is to run must be displayed prominently.

SHIP SAMPLES/BLUELINES TO BOTH

Robin Daily, Turnstile Publishing, 1500 Park Center Dr., Orlando, FL 32835-5705 Phone: 407.563.7031

Quebecor World - Cincinnati, 760 Fujitec Drive, Lebanon, OH 45036 Phone: 513.527.1005

SHIP INSERTS TO

Quebecor World - Cincinnati, 760 Fujitec Drive, Lebanon, OH 45036 Phone: 513.527.1005

STITCHED BUSINESS REPLY CARDS

BINDING METHOD Saddle Stitch

POSTAL REQUIREMENTS

Minimum 3 1/2" x 5", maximum 4 1/4" x 6".

CARD SIZE

Minimum: 8 1/2" wide x 3 1/2" deep (minimum postal requirements of 5" x 3 1/2" plus minimum bind in flap).

Maximum: 8 3/8" wide x 10 7/8" deep

Minimum Bind in Flap: 3 1/2"

Minimum Lap: 3/8" (High folio lap: larger flap goes to back of book)

No live copy less than 1/4" from final trim

HEAD TRIM 1/8", jogs to head

PAPER STOCK REQUIREMENTS Minimum: 80# text, maximum: 12 pt. Card

PERFORATION If an insert is stitched and contains a perforation, keep perf 1/4" from the fold.

QUANTITY Dependent upon issue date, call for estimate.

SAMPLE DELIVERY:

Sample delivery and approval necessary before accepting insertion order. If sample is not yet printed please submit bluelines indicating trim, fold, and perforation marks, paper stock and weight of insert.

DELIVERY DATE

Three weeks prior to issue date. Inserts must be shipped prepaid in cartons on skids. Each carton must be labeled with inside count. GOLF WEEK and the issue date must be displayed prominently.

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