

PRINT_

EDITORIAL CALENDAR_

SPRING: Equipment Spotlight | Season Preview | Regional Events Guide
 SUMMER: Style Spotlight | GolfScene Academy (Tips to Improve Your Game) |
 FALL: Year End Review | 'Sneak Peek' 2012 | Off-Season Options

SECTIONS_

Golf Essentials (gear & accessories) | Pro Tips | Tech Tips | Course Directory |
 Columnists | Places to Play | Course Reviews | Talking in your Backswing | Canadian
 Leaderboard | People : PROfile | Events | The Back Shop

CIRCULATION

Delivery to over 325 golf courses, driving ranges, and retail outlets

COVERAGE AREA - South Central Ontario

Toronto, Mississauga, Oakville, Burlington, Hamilton, Brampton, Orangeville, Barrie,
 Collingwood, Owen Sound, Muskoka, Kitchener, Waterloo, Cambridge, Guelph, London,
 Sarnia, Niagara Falls and just about every fairway in between - GolfScene is the golf
 source for this region.



AD CLOSE Materials DUE ON DISPLAY

SPRING	3/30	4/15	5/15
SUMMER	5/30	6/15	7/15
FALL	7/30	8/15	9/15

MECHANICAL SPECS_

NEW for 2012 : Magazine Trim Size - 8 x 10 ^{7/8}

SUPPLIED MATERIALS

PDF, TIFF and EPS (as long as graphic / fonts are included)

Print Materials should be set for CMYK colour settings and accurate to the mechanical specifications provided.

File Format: Mac OS platform preferred, Windows-generated 'Press Optimized' PDFs accepted.

Images: 300dpi, all colors must be CMYK.

Fonts: All fonts must be embedded.

Alignment: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

For production queries please contact: info@golfscene.ca

FTP INFO:

[ftp.golfscene.ca](ftp://ftp.golfscene.ca)
 login: incoming@golfscene.ca
 pass: media



NON-BLEED

Full Page	7 x 10
Full Page Spread	14 x 10
1/2 PAGE - Horizontal	7 x 4 ^{7/8}
1/2 PAGE - Horizontal Spread	15 x 4 ^{7/8}
1/2 PAGE - Vertical	3 ^{1/4} x 10
2/3 PAGE - Vertical	4 ^{5/8} x 10
1/3 PAGE - Vertical	2 ^{1/4} x 10
1/4 Page	3 ^{1/4} x 4 ^{3/4}

BLEED

Full Page	8 ^{1/4} x 11 ^{1/8}
Full Page Spread	16 ^{1/4} x 11 ^{1/8}
1/2 PAGE - Horizontal	8 ^{1/4} x 5 ^{1/2}
1/2 PAGE - Horizontal Spread	16 ^{1/4} x 5 ^{1/2}
1/2 PAGE - Vertical	4 x 11 ^{1/8}
2/3 PAGE - Vertical	5 ^{1/8} x 11 ^{1/8}
1/3 PAGE - Vertical	2 ^{3/4} x 11 ^{1/8}

◀ **PLACES TO PLAY** (Directory) 2^{1/8} x 1^{1/2} (image)
 + 300 characters of copy to describe the facility

◀ **BACK SHOP** (include both image and copy)

LARGE	4 ^{9/16} x 4 - 900 characters of copy
MEDIUM	2 ^{1/8} x 4 - 400 characters of copy
SMALL	2 ^{1/8} x 3 ^{1/4} - 375 characters of copy



ONLINE_

eNEWS_

- 10,000 subscribers
- database is refreshed & current
- all readers are opt-in

LEADERBOARD BANNER (728x90) - limit 1 per issue

BIG BOX (300x250) - limit 1 per issue

SQUARE (125x125) - limit 4 per issue

BOTTOM BANNER (728x90) - limit 1 per issue

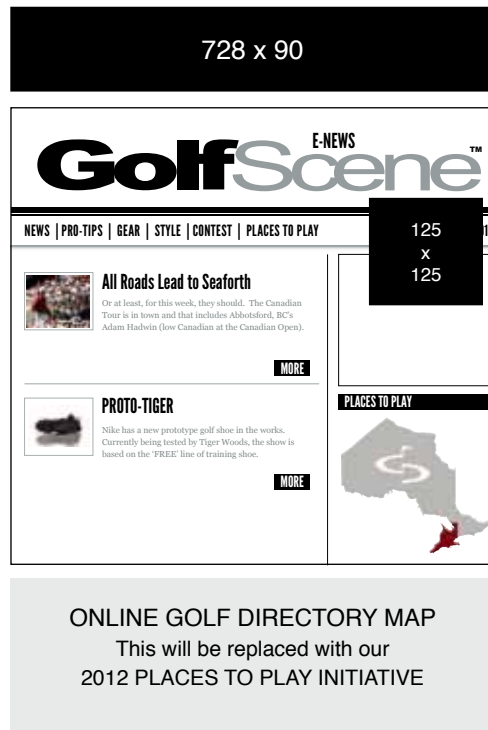
LIMITED AVAILABILITY: we limit space as to decrease clutter and ensure visibility. Spaces fill up quickly. Please book in advance.

RICH MEDIA NOTE: some forms of rich media are not available due to standardized email program restrictions - ie FLASH

EXCLUSIVES

GolfScene offers the opportunity for marketing directly to our readership. HTML can be * provided and or created. Max width is industry standard 600 pixels, length to be determined based upon content requirements. Please contact us for detailed information, availability and pricing.

* GolfScene reserves the right to approve content



WEB_



Our 2012 website will be redesigned to accommodate all screen sizes and media devices

REACH: golfscene.ca - Annual Traffic: 58,000 unique visitors - 84,000 pageviews

MOBILE: in 2012 GolfScene will make all of it's web content available via a mobile platform - no external app required

SOCIAL: golfscene aggregates web content via social media outlets and will continue to expand this reach in 2012

NEW

PLACES TO PLAY - expansion on our highly successful 2011 pilot program - microsite to highlight area golf courses

DEALS - our new DEAL OF THE WEEK feature that will highlight / deliver promotions directly to our readers

FORMAT

Standard creative units: JPEG, GIF, SWF [72 DPI]

Max file size 50K

Please provide accurate URL with all ads. Flash files should have URL embedded or be clickTAG ready.



SITE-WIDE BANNER (728x90)

LARGE TILE (300x250)

SMALL TILE (125x125)

BANNERS (468x60)

SKYSCRAPER (160x600)

CUSTOM (contact us)

all measurements are in pixels

VIDEO & RICH MEDIA (contact us)

- **NEW RESPONSIVE DESIGN** (March 2012) **AUTO ADJUSTS FOR ALL PLATFORMS AND SCREEN SIZES** (no external APPS required = no loss of audience)

