

Circulation

The Alabama Green is published five times a year by the Alabama Golf Course Superintendents Association. Distribution is by third class mail. Each AGCSA member receives a copy and additional copies are distributed to golf course superintendents, golf course general managers and greens chairmen, academics involved in turfgrass programs and vendors associated with the golf course industry. Total circulation is approximately 400.

Advertising Rates*

***Platinum Sponsors receive 10% discount on ads**

Black & White rates		
Size	1-2 issues/per issue	3-5 issues/per issue
1/4 page	\$100.00	\$75.00
1/2 page	\$145.00	\$125.00
Full page	\$185.00	\$165.00
Inside Front Cover	N/A	\$1000.00*
Inside Back Cover	N/A	\$1000.00*
4 Color Rates		
1/4 page	\$300.00	\$250.00
1/2 page	\$500.00	\$450.00
Full page	\$650.00	\$600.00
Inside Front Cover	N/A	\$3,250.00*
Inside Back Cover	N/A	\$3,250.00*
Back Cover	N/A	\$3,500.00*
Special rate for running same inside ad 5 x (full page only)		\$2,500.00*
*5 issue rate only.		
Ad rates are net. Advertising agencies must add their commissions to these rates.		

Terms & Conditions

A signed contract is required to receive multiple issue rates. Payment is due upon receipt of statement and proof of publication. Payment in advance for the first insertion is required of all new advertisers except those dealing through agencies who have previously placed ads with AGCSA. Published rates apply when materials are provided in the format(s) listed. Ads submitted in any other form are subject to production changes of \$40.00 per hour for conversions and/or corrections.

Contact/Shipping Information

AGCSA
 PO Box 661214
 Birmingham, AL 35266-1216

Shipping:
 4154 River View Cove
 Birmingham, AL 35243

205/967-0397 • 205/967-1466
 E-mail: agcsa@charter.net

Ad Sizes

Issue	Width	Depth
Full page	8 1/4"	10 3/4"
1/2 page horizontal	7 1/2"	4 7/8"
1/2 page vertical	4 7/8"	7 1/2"
1/4 page horizontal	4 7/8"	3.75
1/4 page vertical	3.75	4 7/8"

Mechanical Requirements

Electronic Files: Ads may be furnished on disk or CD as Macintosh-formatted files using Quark Xpress 6.0, Illustrator 10 or Photoshop 7.0. We also support PDF documents. Smaller files may be e-mailed to agcsa@charter.net. Support files (fonts and placed artwork) are required. Fonts should be Macintosh format (Adobe preferred) with both screen versions and postscripts included. Color images must be saved CMYK. A hard copy of the ad must be provided for proofing purposes.

Camera-Ready Ads (black & white ads only): Ads may be furnished on clean, white copy paper or camera-ready positive (velox) or negative mechanicals. Negatives should be right-reading, emulsion side down. Images should have a minimum resolution of 250 pixels/inch. Film will be output at 150 or 175 line screen depending on the printer used.

Advertising Policies

All ads are subject to approval by the AGCSA. No ads will be accepted which portray unsafe or otherwise unprofessional golf course maintenance procedures.

The advertiser agrees to indemnify and protect the AGCSA from any claims of expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.

Cancellations: No cancellations will be accepted after closing. All cancellations must be in writing. Cancellations which disqualify the advertiser for the multiple rates will cause ads already run under those rates to be re-billed at the single issue rate applied to the unpaid balance.

2010 Production Schedule

Issue	Closing	Mail Date
Spring	March 15	April 15
Summer	June 15	July 15
Fall	September 15	October 15
Winter	November 15	December 15
Membership Directory	December 15	January 15

2011 Advertising Contract

The Alabama Green Journal

Yes, I would like to advertise in the 2011 editions of **The ALABAMA GREEN**

Specify # of issues: _____ *Circle which issues apply below:*

March/April June/July September/October November/December Membership Directory

Ad size: _____ 1/4 Pg. _____ 1/2 Pg. _____ Full Page _____ **B/W:** _____ **Color** _____

Please use advertising copy from the 2010 editions. New Artwork (camera ready) enclosed.

Electronic Art to be forwarded by: _____ (date)

New art will be furnished by March 10, 2011.

_____ Check enclosed. _____ Bill Me.

Credit Card (MC or Visa only): Number: _____

Expiration Date: _____

No, I do not want to advertise this time.

Terms & Conditions

1. In order to receive multiple issue rates, this contract must be returned before publication of the first issue that includes your ad.
2. Payment is due within 10 days of receipt of statement and proof of publication. A service charge of 1.5% per month will be charged to all accounts 30 days or more past due.
3. No cancellations will be accepted after ad deadlines are passed. All cancellations must be in writing. Cancellations that disqualify the advertiser for a multiple-issue rate will cause ads already run under those rates to be rebilled at the single rate issue with interest of 1.5% per month applied to the unpaid balances.
4. Submission of ads is the responsibility of the advertiser. Copy from the last insertion will be run if new copy is not received by the closing date. If a previously-run ad is not available, the advertiser is liable for the cost of the contracted space not used.
5. Failure to acknowledge or return any ad proofs will not alter contract payment terms or obligations.
6. In the event that payment is not made by the advertiser in accordance with conditions of this contract, the advertiser agrees to pay for legal fees incurred by the publisher, including but not limited to attorneys fees, collection agency fees, court costs or other costs associated with procuring contracted fee.
7. The publisher shall not be liable to the advertiser for delays in publication production, damages resulting from failure to include all of any said items of advertising, or from errors in advertising, in excess of the monies paid for such advertising for the issue in which the error or omission occurs.

I hereby warrant that I have read the contract conditions and that I have full power and authority to place advertising for the below named firm.

Name and Title

Publisher's Representative

Signature

Date

Firm Name

BILLING CONTACT

BILLING ADDRESS

Advertiser's Telephone (include area code)

City, State, Zip

Advertiser's E-mail

Mail or Fax Contract to: Melanie Bonds
Alabama Golf Course Superintendents Association
P.O. Box 661214, Birmingham, AL 35266-1214
Phone: : 205/967-0397 • Fax: 205/967-1466 • E-mail: agcsa@charter.net
Shipping Address: 4154 River View Cove • Birmingham, AL 35243