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## Official Program Brochure Advertising Rates & Specs

### **Overview**

The Golf Maine Park District (GMPD) will publish an official program twice a year. This normally occurs in April and August. The 13,000 units of the program will be delivered by USPS mail carriers to each household within the park district.

### **Ad sizes:**

Back Cover	\$1,500
Full page	\$750
½ page	\$500
¼ page	\$250

### **General Specifications:**

Back Cover	8.5" x 11"
Full Page	7.5" x 10"
½ Page	3.5" x 5"
¼ Page	2.5" c 2.5"

### **Mechanicals:**

- All ads are subject to the publisher's approval.
- Bleed page size is 8.5" x 11".
- Live area is 7.5" x 10". Place all graphics/text at least 1/2 inch from the outer edge of the ad.
- Recognized advertising agencies receive a 15% commission on display ads.
- Please submit all display ads as a print-ready PDF file:
- Embed all fonts
- 300 dpi or higher
- RGB colors only. Files created in CMYK or pantone will be converted to RGB; we accept no responsibility for the color accuracy of converted files.

### **Ad Insertion Orders & Editorial Due**

First business day of the month preceding publication (ex: March 1 for May's issue)

Materials Due

Fifth (5th) of the month preceding publication (ex: March 5 for May's issue)

Mailed

By the 25th of each preceding month (ex: May issue mails April 25)

Mail to: Alexander Barton, Barton Marketing Group, 1007 S. Cleveland Ave., Park Ridge, IL 60068

Or, e-mail to: [abarton@bartonchicago.com](mailto:abarton@bartonchicago.com)

Call Alexander for questions or assistance at 847-698-5069.