

### FILE CREATION SPECS

- Size:** Please check dimension chart to make sure your ad is the correct size.
- Images:** File type: **TIFF or EPS (not jpeg)**  
Color mode: CMYK (for full color ads only) No spot colors.
- Resolution:** Applies to raster images (tiffs, photoshop eps files, scans, etc.)  
Grayscale halftones = 300 dpi/linescreen of 150 lpi  
Bitmap images/line art = 2400 dpi  
Color halftones = 300 dpi / linescreen of 150 lpi

### ACCEPTABLE FILE FORMATS

Digital files are acceptable in the following formats only:

- 1. QuarkXpress 6.5 (or older)**  
If you are sending Quark file you **MUST SEND ALL IMAGES AND FONTS** along with the Quark file.
- 2. Illustrator CS (or older)**  
Embed all images. Convert all images to CMYK. Include all fonts. You can convert to outlines, but then file cannot be edited. Save final document as an EPS.
- 3. Photoshop CS (or older)**  
Save final image as a TIFF with any layers flattened.  
Once text layers are flattened they cannot be edited.
- 4. PDF**  
Only send a PDF if your ad is FINAL and requires no changes.  
Double check that file creation specs were followed.  
If ad is Black & White make sure ALL images are grayscale or b&w. (*not RGB or CMYK*).  
If ad 4 Color make sure ALL images are CMYK (*not RGB*).  
EMBED ALL FONTS  
Please use Adobe Acrobat Distiller PDFX1a settings

Advertising submissions that require consultation services with the Gemini Publications Design & Production Department staff are subject to additional charges, which will be separately itemized on billing invoices. The current rate for consultation by phone, fax, email, or in person is \$75/hour.

**Color Ads**  
All color ads **MUST** include a current color proof, such as a Rainbow proof. **IF FURNISHING COLOR COPIES OR LOW-END DIGITAL COLOR PROOFS COLOR CANNOT BE GUARANTEED.**

Page Size Unit	Width	Depth
2 Page Spread		
Standard	15 <sup>3</sup> / <sub>8</sub> "	9 <sup>7</sup> / <sub>8</sub> "
<b>Bleed**</b>	16 <sup>3</sup> / <sub>4</sub> "	10 <sup>7</sup> / <sub>8</sub> "
Full Page		
Standard	7 <sup>3</sup> / <sub>8</sub> "	9 <sup>7</sup> / <sub>8</sub> "
<b>Bleed**</b>	8 <sup>3</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> "
2/3 Page	4 <sup>11</sup> / <sub>16</sub> "	9 <sup>7</sup> / <sub>8</sub> "
1/2 Page (Hor.)	7 <sup>3</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page (Hor.)	4 <sup>11</sup> / <sub>16</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/3 Page (Vert.)	2 <sup>7</sup> / <sub>4</sub> "	9 <sup>7</sup> / <sub>8</sub> "
1/4 Page (Hor.)	3 <sup>5</sup> / <sub>8</sub> "	4 <sup>7</sup> / <sub>8</sub> "
1/8 Page (Vert.)	1 <sup>3</sup> / <sub>4</sub> "	4 <sup>7</sup> / <sub>8</sub> "

\*\*Add 1/4" on each side for bleed allowance.  
Page trim size is 8<sup>3</sup>/<sub>8</sub>" wide x 10<sup>7</sup>/<sub>8</sub>" tall.

### Getting your file to us

Please mail or fax a copy of your ad to your sales representative. This will be used to proof the electronic ad we generate from your files. If you are sending a Quark file you **MUST SEND ALL IMAGES AND FONTS** along with the Quark file.

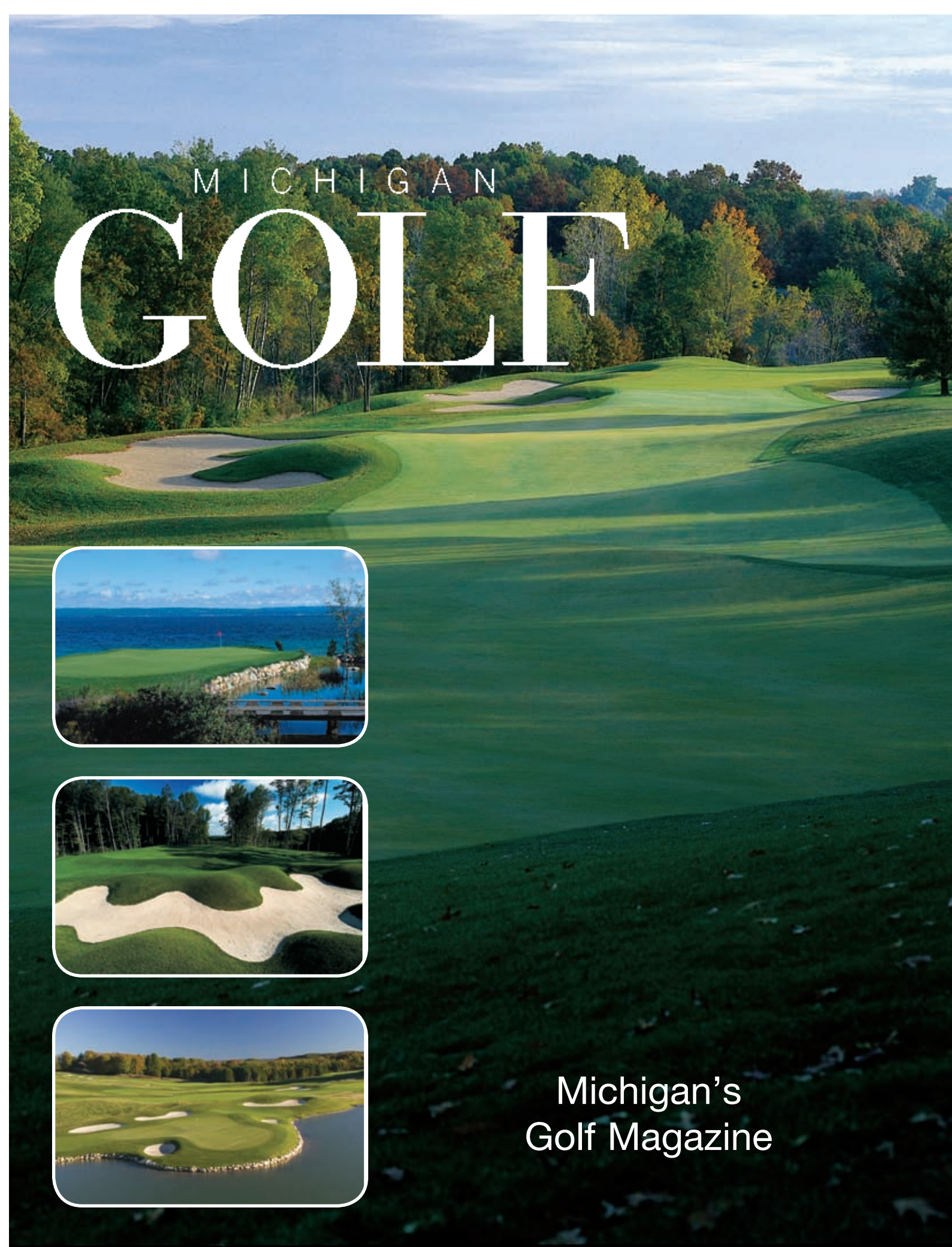
#### By CD

549 Ottawa Ave NW, Suite 201  
Grand Rapids MI 49503  
Attn: your sales representative

#### By Email:

production@geminipub.com  
Please include the advertiser name, the publication name and date, and your sales representative's name.  
**Files should be collected and stuffed as one attachment.**  
Do not email fonts to us singularly. *They must be stuffed.*

SPECIAL NOTE: In the event print-ready materials or proofed materials arrive after the materials due date, a \$75.00 service charge will be incurred by the advertiser for late changes.



Michigan's  
Golf Magazine

## Profile

Michigan has more public golf courses than any other state in the Union; it is the Golf Capital of the Midwest. Nowhere is this fact better illustrated than on the pages of Michigan's golf magazine, Michigan Golf.

Michigan Golf is an incomparable mix of editorial content and advertising serving an exclusive purpose: to promote golf in Michigan to those who love and play the game.

## MISSION STATEMENT

To purposefully and unabashedly promote Michigan golf to the widest base of avid golfers in the single-best promotional medium for Michigan golf course owners, retailers and golf-related businesses.

## The Reader

Michigan Golf is placed directly in the hands of "avid" golfers. Two Michigan Golf Task Force studies on golf rounds played in Michigan since 1997 have concluded:

- Over 80% of rounds in Michigan are played by Michiganders
- Over 60% of rounds are played by people between the ages of 35-54
- Over 50% of rounds are played by men with an income of \$75,000 or greater

Thus, Michigan Golf is read by "avid" golfers...men, ages 35-54 with household incomes of \$75,000-plus.

## Distribution

Michigan Golf purchases a list of identified "avid" golfers compiled by the Direct Marketing arm of EquiFax, gleaned from credit card purchases at golf courses and golf retailers, major golf magazine subscriber lists and Golf Channel cable subscribers (those who specifically bought a cable package because of the Golf Channel). We also use the subscriber list of Grand Rapids Magazine, which MRI says boasts a readership of 44% who golf. Incidentally, Grand Rapids ranks second in the nation in rounds of golf played per capita.

- 84,000 copies (Spring)/40,000 copies (Fall) direct mail delivered throughout Michigan, northern Ohio, northern Indiana, Fort Wayne, Indianapolis, Southeast Chicago, Milwaukee, Green Bay, Cleveland, Dayton and St. Louis
- 6,000 copies (Spring) distributed at various Michigan golf shows
- 10,000 copies (each) delivered to Michigan Golf advertisers and promotional use

Total annual circulation of 150,000 copies provides an estimated readership approaching 500,000.

## Professional Creative Services

The professional design and production staff of Michigan Golf takes the same care and consideration for your creative advertising needs as they do with each issue of our magazine. You can be assured of the highest quality presentation to our readers.

Great creative begins with great photography. We provide professional photography to our full-page advertisers for free because we use the photographs in our editorial coverage. Copies of our photographs are made available to our advertisers at a fraction of what you would pay to have a photographer shoot your course. You need not hire an additional creative designer to produce your ads either. The cost of your ad covers all design and production charges.

You also have the option of hiring Michigan Golf's professional photographer services for more expanded needs such as shooting restaurant, banquet and conference facilities, lodging accommodations, recreational amenities, the proshop, practice facilities and more. Accompanied with your input for copy ideas and layout, Michigan Golf can produce all of your collateral sales materials. Jobs are quoted upon request. All photographs in this media guide taken by Michigan Golf photographer Michael Buck.

## Content

Michigan Golf serves two customers: readers and advertisers. Therefore our content straddles the line of objective feature writing and subjective course reviews, with a dash of golf related stories and articles mixed in to give each issue balance.

Michigan Golf promotes golf in Michigan via our main editorial golf course and resort features, reviews and essays. The readers delight in Michigan Golf's broad, statewide representation of Michigan golf; the rich, colorful photography; the breath of features and stories; the expansive course directory, and the advertisements.

Golfers are a vicarious bunch. They see a beautiful photograph of a golf course and they immediately place themselves in the scene. Each issue of Michigan Golf is a picture album of great Michigan golf, a captivating environment for our advertisers and a keepsake for our readers.

## Essay

A Michigan Golf exclusive that provides one full-page editorial course essay and one full-page ROP color ad.

Essays comprise a 400-word review of your course with large horizontal photo and a full-page ad to run elsewhere in Michigan Golf.

Bonus Michigan Golf Exclusive! Your essay is published on the Internet at [www.michigangolfmagazine.com](http://www.michigangolfmagazine.com)

