

[ ADVERTISING STAFF ]

To place an advertising order, please contact:

Tom McIntyre | Publisher | 440-250-1583 | tmcintyre@clubandresortbusiness.com

Bill Donohue | Founding Publisher | 312-664-9887 | bdonohue@clubandresortbusiness.com

Dan Ramella | President | 440-250-1583 | dramella@clubandresortbusiness.com

Club & Resort Business Rates

# 2008

[ ADVERTISING RATES ]

| 4-color    | 1X    | 3X    | 6X    | 9X    | 12X   |
|------------|-------|-------|-------|-------|-------|
| Spread     | 8,850 | 8,670 | 8,500 | 8,240 | 8,000 |
| 1 page     | 5,235 | 5,030 | 4,875 | 4,720 | 4,650 |
| 2/3 page   | 4,100 | 3,760 | 3,450 | 3,290 | 3,150 |
| 1/2 island | 3,750 | 3,470 | 3,170 | 3,000 | 2,880 |
| 1/2 page   | 3,600 | 3,360 | 3,090 | 2,880 | 2,760 |
| 1/3 page   | 3,150 | 2,780 | 2,520 | 2,390 | 2,270 |
| 1/4 page   | 2,700 | 2,390 | 2,170 | 2,040 | 1,940 |
| 1/6 page   | 1,550 | 1,370 | 980   | 920   | 870   |

Special/Premium Ad Positions\*

|                         |       |
|-------------------------|-------|
| Covers                  |       |
| Inside front            | 4,800 |
| Inside back             | 4,400 |
| Back                    | 5,150 |
| Other premium positions |       |
| Page 1                  | 4,650 |
| Center Spread           | 8,350 |

Classified Advertising Rates

(per column inch)

|  | 1X  | 3X  | 6X  | 9X  | 12X |
|--|-----|-----|-----|-----|-----|
|  | 200 | 185 | 175 | 165 | 155 |

Ad size: 1 column inch measures  
2-3/16" x 1", Wide x High

\*Special/Premium rates based on 12X frequency; contact publisher for other frequency schedules.

**Inserts:** Please consult publisher for rates.

Agency commission allowed on gross billing for display space. No commission allowed on insert handling, special binding and other mechanical charges.

## Club & Resort BUSINESS

IDEAS FOR FACILITIES | F&B | COURSE | PRO SHOP

Gemini Tower I | 1991 Crocker Road, Suite 200 | Westlake, OH 44145  
Phone: 440-250-1583 | Fax: 440-250-1890 | ktorgerson@clubandresortbusiness.com

[ MECHANICAL INFORMATION ]

Trim Size: 8-1/8" x 10-7/8"

Binding: Saddle-stitch, head guide, 1/8" guide edge trim, 1/4" high folio lap.

Printing: Body forms and covers heat-set web offset.

Ad Sizes and Specifications:

Advertising space sizes available (width x depth):

|                     |                  |
|---------------------|------------------|
| Full Page           | 7" x 10"         |
| 2/3 Page            | 4-5/8" x 10"     |
| 1/2 island          | 4-5/8" x 7"      |
| 1/2 page horizontal | 7" x 4-7/8"      |
| 1/2 page vertical   | 3-3/8" x 10"     |
| 1/3 page vertical   | 2-3/16" x 10"    |
| 1/3 page square     | 4-5/8" x 4-7/8"  |
| 1/4 page            | 3-3/8" x 4-7/8"  |
| 1/6 page            | 2-3/16" x 4-7/8" |

Bleed Sizes:

|                                  |                   |
|----------------------------------|-------------------|
| Single page bleed                | 8-1/4" x 11-1/8"  |
| Spread bleed                     | 16-1/2" x 11-1/8" |
| 1/2 page horizontal spread bleed | 16-1/2" x 5-1/2"  |
| 2/3 page bleed                   | 5-3/8" x 11-1/8"  |
| 1/2 page (horizontal) bleed      | 8-1/4" x 5-1/2"   |
| 1/2 page (vertical) bleed        | 4-3/16" x 11-1/8" |

Above sizes allow for 1/8" trim off all bleed sides.

Virtual advertising matter should be kept at least 1/2" away from final trim, 5/8" from bleed size. Critical art and/or type should not cross the gutter.

Closing Dates:

Closing date is the first of the month prior to issue date. Material due one week after closing.

Electronic Ad Submission:

**Club & Resort Business** prefers ads supplied in PDF/x-1A format. For a list of acceptable alternate file formats, and for instructions for uploading ad files to our ftp site, please contact Kathy Torgerson, Operations Director, at 440-250-1583, or ktorgerson@clubandresortbusiness.com.

**ADS SUPPLIED ON DISK AND SWOP-CERTIFIED COLOR PROOFS SHOULD BE SENT TO:**

**Club & Resort Business  
Harbor Communications LLC**

Gemini Tower I  
1991 Crocker Road, Suite 200  
Westlake, OH 44145  
Attn: Kathy Torgerson