

## WELCOME TO THE INDUSTRY'S PREMIER PUBLICATION

*Golf Car News Magazine* started in 1972 and is the oldest and original publication for the Golf, Turf and Industrial Vehicle dealer network worldwide. Each issue is sent to over 3,000 qualified golf car dealers and does not accept subscriptions from Retail users. *GCN* is published once every two months.

*GCN* is an industry "must-have" and a rich reference resource for golf car dealers. From insights into top news and events; product information, profiles and key trends, *GCN* offers you an easy source of reference for your business. Each issue features up-to-the-minute product information, services and other important news from the manufacturers in our "Industry News" section. "Ask The Guru" section answers our readers' questions and concerns about the care and maintenance of their vehicles. *GCN* also features a different Editorial theme each issue, from our Custom & Exotic car contest in the January/February issue through the ever popular Golf Car Accessories Guide in the July/August issue.



## ISSUE

## ANNUAL FEATURES

### July/August

Space: 5/26  
Art: 6/2

### GOLF CAR ACCESSORIES BUYERS' GUIDE

The complete dealers guide for golf car accessories.

*Be sure to submit your updated Buyers' Guide Listing Form.*

### September/October

Space: 7/28  
Art: 8/4

### INDUSTRIAL / TURF VEHICLE GUIDE

Complete guide listing features and specifications of current year industrial and turf vehicles.

### November/December

Space: 9/29  
Art: 10/6

### ANNUAL GOLF CAR GUIDE ISSUE

Complete guide featuring photos and specifications on all the latest model gas and electric golf cars.

### January/February 2018

Space: 11/17  
Art: 11/29

### BONUS GCN distribution:

2018 PGA Merchandise Show  
2018 Golf Industry Show

### 10<sup>th</sup> ANNUAL CUSTOM GOLF CAR CONTEST

Readers can submit photos of the cars that they have modified. Featuring several categories such as: Best of Show, Best Paint, Best Theme and Most Creative.

**EDITORIAL:** If you would like to contribute editorial to be published in *Golf Car News*, please contact us at [info@golfcarnews.com](mailto:info@golfcarnews.com).

## DISPLAY AD SIZES

| TWO-PAGE SPREAD  | FULL PAGE   |
|--|---|
| <p><b>TWO-PAGE SPREAD</b></p> <p><b>\$1,200.00</b></p> <p>Full Bleed: 17.25 x 10.625"<br/>(safe zone: 0.5" from trim and 0.5" from gutter)</p> | <p><b>FULL PAGE</b></p> <p><b>\$600.00</b></p> <p>Full Bleed: 8.75" x 10.625"<br/>(safe zone: 0.5" from trim)</p> |
| <b>\$1,200.00</b>  | <b>\$600.00</b>   |

| HALF PAGE - HORIZONTAL  | HALF PAGE - VERTICAL  | QUARTER PAGE   | CLASSIFIEDS  |
|---|---|--|--|
| <p><b>HALF PAGE</b><br/>Horizontal</p> <p><b>\$300.00</b></p> <p>7.5" x 4.88"</p> | <p><b>HALF PAGE</b><br/>Vertical</p> <p><b>\$300.00</b></p> <p>3.625" x 10"</p> | <p><b>QUARTER PAGE</b></p> <p><b>\$150.00</b></p> <p>3.625" x 4.875"</p> | <p><b>CLASSIFIED</b><br/>LARGE - HORIZONTAL<br/>\$125.00<br/>3.625" x 4.875"</p> <p><b>CLASSIFIED</b><br/>LARGE - VERTICAL<br/>\$125.00<br/>2.40" x 4.90"</p> <p><b>CLASSIFIED</b><br/>SMALL<br/>\$50.00<br/>3.58" x 2.58"</p> |
| <b>\$300.00</b>   | <b>\$150.00</b>   | <b>\$125.00</b>  | <b>\$50.00</b>   |

| DISPLAY:               | PER ISSUE  | DIMENSIONS   |
|------------------------|------------|--|
| <b>Two-page spread</b> | \$1,200.00 | Full Bleed: 17.25 x 10.625" (safe zone: 0.5" from trim and 0.5" from gutter) |
| <b>Full page</b>       | \$600.00   | Full Bleed: 8.75" x 10.625" (safe zone: 0.5" from trim)                      |
| <b>1/2 page</b>        | \$300.00   | Horizontal: 7.5" x 4.875" / Vertical: 3.625" x 10"                           |
| <b>1/4 page</b>        | \$150.00   | 3.625" x 4.875"  |
| CLASSIFIED:            |            |  |
| <b>Large</b>           | \$125.00   | Horizontal: 4.90" x 2.40" / Vertical: 2.40" x 4.90"                          |
| <b>Small</b>           | \$50.00    | 3.58" x 2.58"  |

## INSERTS

The insert is Double-Sided, Full-Color on heavyweight paper placed inside the magazine fold. This is an exclusive placement, each issue has a maximum of three inserts and only one insert per category. Submit your reservation early.

Categories are as follows: Accessories; Batteries; Controllers and Electronics; Custom Carts; Enclosures; Engines; Hard Parts; Lights; OEM; Offroad Kits; Sales & Rentals; Tire & Wheel and Upholstery.

| ISSUE INSERT: | PER ISSUE  | DIMENSIONS           |
|---------------|------------|----------------------|
| 1 insert      | \$1,000.00 | Full Bleed: 8" x 10" |



## TERMS AND CONDITIONS

**ART:** We accept the following formats: InDesign, Illustrator, Photoshop and Acrobat PDF. All ads must be 300 dpi or higher, and include any graphics, fonts or outlined logos used. Ads should be submitted as CMYK color, if not, we are not responsible for any changes during the conversion process. Art production assistance is available, contact us at [info@golfcarnews.com](mailto:info@golfcarnews.com). Please visit our website to submit art: [www.golfcarnews.com/media/](http://www.golfcarnews.com/media/)

- New advertisers MUST prepay with the first advertisement.
- Advertisers and advertising agencies are bound by all conditions outlined in current advertising rate card. 10% Agency discount if paid within 30 days from date of invoice.
- Cancellations MUST be received in writing three weeks prior to publication. Prior to each issue the publisher will e-mail or fax requesting ad changes or cancellations. If we do not receive a written notification or cancellation response back from you, your ad will run "as is". Late ads received after the materials deadline may be subject to a \$50.00 late fee per page.
- Payment is due in full 30 days from invoice date. Failure to do so will result in your ad automatically being cancelled in any upcoming issues. The Publisher will not publish an ad if there are any invoices 60 days past due.
- The Publisher reserves the right to reject any advertising. The Publisher has the right to add the word advertisement to any ad which creates the illusion of being editorial matter. Position is at the discretion of the publisher unless a specific position is requested and available.

## GOLF CAR NEWS REACHES DEALERS IN THE GOLF, TURF AND INDUSTRIAL VEHICLE INDUSTRIES

