

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 bi-monthly.

GCN is considered 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 important news from the manufacturers in our Industry News section, our staff Guru answers readers' questions and concerns about the care and maintenance of their vehicles. *GCN* also features a highly-anticipated annual theme each issue, including industry guides and contests.

Look forward to new editorial, new departments and better-than-ever coverage!



ISSUE

ANNUAL FEATURES

January/February 2018

Space: 11/10/1207

Art: 11/17/2017

Custom Car

Entry Deadline: 11/10/2017

10th 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.

BONUS *GCN* distribution:

2018 PGA Merchandise Show & 2018 Golf Industry Show

March/April 2018

Space: 1/19

Art: 2/2

GOLF CAR BATTERY ISSUE

Model specifications for batteries used in the Golf Car industry.

May/June 2018

Space: 3/30

Art: 4/6

GCSAA/GIS & PGA TRADE SHOW REPORTS

Report from the trade show floor on developments in golf car, turf and industrial vehicle industries.

July/August 2018

Space: 6/1

Art: 6/8

GOLF CAR ACCESSORIES GUIDE

The complete dealer's guide for golf car accessories.

September/October 2018

Space: 7/27

Art: 8/3

INDUSTRIAL / TURF VEHICLE GUIDE

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

November/December 2018

Space: 9/28

Art: 10/5

ANNUAL GOLF CAR GUIDE ISSUE

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

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

DISPLAY AD SIZES

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

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

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

Get noticed with an in-folio insert!

Insert is double-sided, full-color advertisement on gloss stock placed inside the magazine fold.

Package includes: print and insertion.

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



Showcase your New Products in our New Product Spotlight!

Package includes: 1 high-res image (product or company logo) and a brief description of a product or service (140-150 words). Please include release date or expected launch date.

NEW PRODUCT SPOTLIGHT:	PER ISSUE
Base Price	\$150.00
Discount if advertising a Display Ad (excluding classifieds) in same issue	\$75.00



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. Full page ads should include a minimum of 1/8" bleed. Art production assistance is available, contact us at info@golfcarnews.com. Please visit our website to submit art: 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 canceled 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.