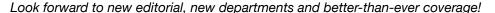
## GolfCar NEWS

# 2018

#### 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.





#### **ISSUE ANNUAL FEATURES** January/February 2018 10th ANNUAL CUSTOM GOLF CAR CONTEST Space: 11/10/1207 Readers can submit photos of the cars that they have modified. Art: 11/17/2017 Featuring several categories such as: Best of Show, Best Paint, Best Theme and Most Creative. Custom Car Entry Deadline: 11/10/2017 BONUS GCN distribution: 2018 PGA Merchandise Show & 2018 Golf Industry Show March/April 2018 **GOLF CAR BATTERY ISSUE** Space: 1/19 Model specifications for batteries used in the Golf Car industry. Art: 2/2 **GCSAA/GIS & PGA TRADE SHOW REPORTS** May/June 2018 Space: 3/30 Report from the trade show floor on developments in golf car, turf and Art: 4/6 industrial vehicle industries. July/August 2018 **GOLF CAR ACCESSORIES GUIDE** Space: 6/1 The complete dealer's guide for golf car accessories. Art: 6/8 INDUSTRIAL / TURF VEHICLE GUIDE September/October 2018 Space: 7/27 Complete guide listing features and specifications of current year Art: 8/3 industrial and turf vehicles. ANNUAL GOLF CAR GUIDE ISSUE November/December 2018

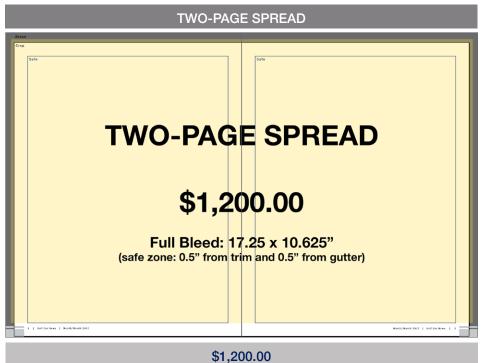
**EDITORIAL:** If you would like to contribute editorial to be published in *Golf Car News*, please contact us at **info@golfcarnews.com**.

Space: 9/28

Art: 10/5

model gas and electric golf cars.

Complete guide featuring photos and specifications on all the latest





HALF PAGE
Horizontal
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7.5" x 4.88"

HALF PAGE - VERTICAL

HALF
PAGE
Vertical
\$300.00
3.625" x 10"

QUARTER PAGE

QUARTER PAGE

\$150.00

3.625" x 4.875"

CLASSIFIED

LARGE - HORIZONTAL
\$125.00

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LARGE - VERTICAL
\$125.00

2.40" x 4.90"

CLASSFIED

SMALL
\$50.00

3.58" x 2.58"

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"
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1/4 page \$150.00 3.625" x 4.875"  CLASSIFIED:
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"

#### 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 <a href="mailto:info@golfcarnews.com">info@golfcarnews.com</a>. Please visit our website to submit art: <a href="mailto:www.golfcarnews.com/media/">www.golfcarnews.com/media/</a>

- 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.