

Golf Car

NEWS

MAGAZINE

2021
MEDIA
KIT



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. Published every two months, each issue is sent to over 3,000 qualified golf car dealers and does not accept subscriptions from retail users.

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.

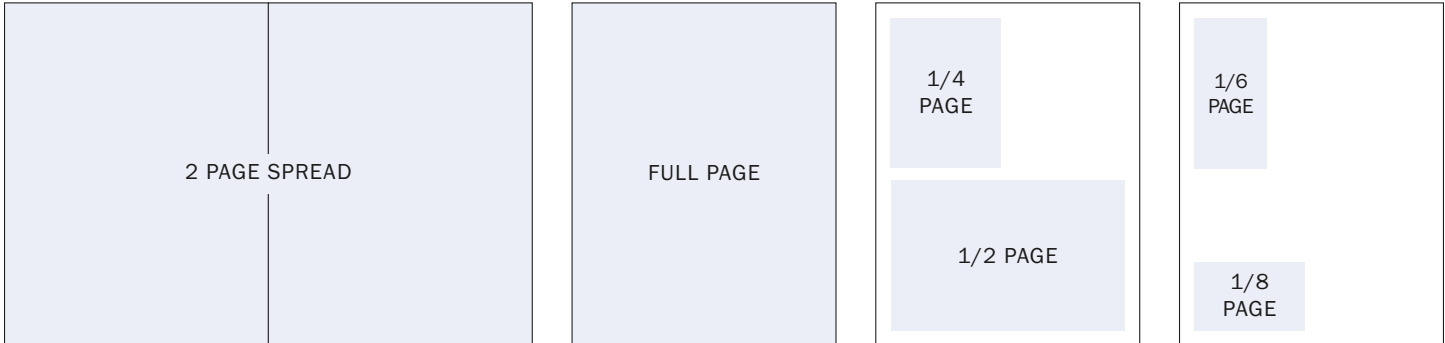
Look forward to new editorial, new departments and better-than-ever coverage!



ISSUE	ISSUE ANNUAL FEATURES
January/February 2021 Space: 11/15/2020 Art: 12/1/2020	PGA Merchandise Show Preview Issue Everything you need to know about this year's show.
March/April 2021 Space: 1/15/2021 Art: 2/1/2021	GCSAA/GIS & PGA Trade Show Reports Report from the trade show floor on developments in golf car, turf and industrial vehicle industries.
May/June 2021 Space: 3/15/2021 Art: 4/1/2021	Golf Car Battery Issue Model specifications for batteries used in the Golf Car industry.
July/August 2021 Space: 5/15/2021 Art: 6/1/2021	Golf Car Accessories Guide The complete dealer's guide for golf car accessories
September/October 2021 Space: 7/15/2021 Art: 8/1/2021	Industrial / Turf Vehicle Guide Complete guide listing features and specifications of current year industrial and turf vehicles.
November/December 2021 Space: 9/15/2021 Art: 10/1/2021	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 ashley@golfcarnewsmag.com.

Mechanicals



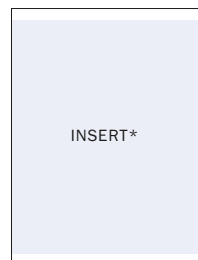
TRIM SIZE (inches)	WIDTH	HEIGHT	BLEED
2 Page Spread	17 *	11 *	Add .125" on all sides
Full Page	8.5 *	11 *	Add .125" on all sides
1/2 Page	7.5	4.875	None
1/4 Page	3.625	4.875	None
1/6 Page	2.33	4.875	None
1/8 Page	3.625	2.3125	None

*For bleed ads, please keep all live matter 0.25" from trim.

SPECIALTY ADVERTISING: Bound inserts, companion publications and other forms of specialty advertising are accepted – subject to publisher's approval. Contact your account executive for details.

Inserts

Get noticed with an in-folio insert! Insert is double-sided, full-color 8" x 10" advertisement on gloss stock placed inside the magazine fold. Package includes print and insertion.



New Product Spotlight

Showcase your New Products in our New Product Spotlight! Package includes: 1 high-res image and a brief description of a product or service (140-150 words). Please include release date or expected launch date.



Terms & Conditions

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.

Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided and space is reserved and the advertiser does not meet copy deadline, publisher may insert a previous advertisement. In circumstances where there has been no previous advertisement, the magazine may prepare and insert an advertisement without prior approval of copy or layout by the advertiser and the advertiser will be responsible for full payment as stated on the original contract.

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.

PRINTING PROCESS:

Sheet-Fed Offset

BINDING METHOD:

Perfect

SINGLE-PAGE TRIM SIZE:

8.5" x 11". All bleed ads must add .125" bleed to trim-size (listed).

ELECTRONIC FILES:

We prefer high-resolution PDF files created in one of the following: Adobe InDesign, Adobe Illustrator or Adobe Photoshop. All photography and illustrations used must be no less than 300 dpi and color corrected as CMYK files. Open Type fonts are recommended. All art must be provided at 300 dpi; line art at 600-1200 dpi. Microsoft PowerPoint and Publisher files will not be accepted.

PREFERRED POSITION:

10% additional charge.

AD SUBMISSION:

Email artwork to info@golfcarnesmag.com.

PROOFS:

Please provide a high-resolution color proof with SWOP color bars.

PRODUCTION:

Artwork production is not included with your advertising contract and will incur an additional fee of \$85 per hour with a minimum of 1 hour. If you want to use your ad or photography outside of the magazine, additional charges will apply. Artwork created by and for the magazine cannot be used in another publication. Please contact your account executive for more information.

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For advertising opportunities please contact randy@golfcarnewsmag.com