



# THE NEWSLETTER

of the **Golf Course Superintendents Association of New England, Inc.**

Sponsors and administrators of the Troll-Dickinson Scholarship Fund – Awarded yearly to deserving Turf Management Students.

## 2012 Advertising Rate Schedule

### Lower Rates to Help Make Advertising in *The Newsletter* More Budget Conscious

*The Newsletter* has been the official publication of the Golf Course Superintendents Association of New England (GCSANE) since 1928.

In 2007, we launched a new web based newsletter. The newsletter is emailed to all our members and is also available to view on our web site ([www.gcsane.org](http://www.gcsane.org)).

Our advertising program allows you to reach over 600 golf course superintendents, owners and affiliates each month. Our web based newsletter has allowed even more opportunities for your ad to be viewed. Recent statistics show that *The Newsletter* is being viewed on the web site approximately 800-1,100 times per month! What is also interesting is that people are viewing previous month's newsletters online each month too. This means our advertisers

are being seen a lot more than just the month that their ad is published.

Published monthly, *The Newsletter* offers flexible display advertising plans at annual, monthly and multiple insertion rates. A variety of ad sizes are available to suit your needs. With the new web based newsletter, we can now offer full color ads to our advertisers. We recently compared our rates to other publications and decided to lower the rates to be more budget conscious in these economic times.

For more information about *The Newsletter's* advertising program, please contact:

Julie Heston  
Business Manager  
Phone: (401) 934-7660  
Email: [jheston@verizon.net](mailto:jheston@verizon.net)

# THE NEWSLETTER DISPLAY ADVERTISING ORDER FORM

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone # \_\_\_\_\_

Issues (List month and total number): \_\_\_\_\_

Amount of Check: \_\_\_\_\_ (Made payable to "GCSANE")

<u>Member Rates:</u>	Monthly Rate	4 Times Per Yr. (Save 5%)	6 Times Per Yr. (Save 10%)	8 Times Per Yr. (Save 10%)	Annual Rate (Save 15%)
<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$ 90.00	<input type="checkbox"/> \$ 342.00	<input type="checkbox"/> \$ 486.00	<input type="checkbox"/> \$ 648.00	<input type="checkbox"/> \$ 918.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$150.00	<input type="checkbox"/> \$ 570.00	<input type="checkbox"/> \$ 810.00	<input type="checkbox"/> \$1080.00	<input type="checkbox"/> \$1530.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$200.00	<input type="checkbox"/> \$ 760.00	<input type="checkbox"/> \$1080.00	<input type="checkbox"/> \$1440.00	<input type="checkbox"/> \$2040.00

**Non-Member Rates:** \*All payments must be received in full before the ad appears in The Newsletter.

<input type="checkbox"/> 1/4 page (vertical; 3.75" wide x 5" deep)	<input type="checkbox"/> \$120.00	<input type="checkbox"/> \$456.00	<input type="checkbox"/> \$648.00	<input type="checkbox"/> \$ 864.00	<input type="checkbox"/> \$1224.00
<input type="checkbox"/> 1/2 page (horizontal; 7.5" wide x 5" deep)	<input type="checkbox"/> \$180.00	<input type="checkbox"/> \$684.00	<input type="checkbox"/> \$972.00	<input type="checkbox"/> \$1296.00	<input type="checkbox"/> \$1836.00
<input type="checkbox"/> Full Page (vertical; 7.5" wide x 10" deep)	<input type="checkbox"/> \$240.00	<input type="checkbox"/> \$912.00	<input type="checkbox"/> \$1296.00	<input type="checkbox"/> \$1728.00	<input type="checkbox"/> \$2448.00

***\*DEADLINE for ads: The first of the month for that month's issue.***

## Ad Preparation Specifications:

**File Specifications for Ads Supplied in Digital Format:** Ads may be sent either by email or by mailing a CD to the address below. Formats preferred are .GIF; .JPG and .PDF. Ads can also be accepted in Microsoft Word or Microsoft Publisher files. Full color is available with all ads.

**Advertising Design Services:** Design services are available by request and consultation and will be billed separately.

**Send all Newsletter ads to:**  
 Julie Heston  
 36 Elisha Mathewson Road, N. Scituate, RI 02857  
 Phone: 401-934-7660 Fax: 401-934-9901  
 jheston@verizon.net