

**The Grass Roots**  
**The Official Publication of the Wisconsin Golf Course**  
**Superintendents Association**  
**COLOR - Ad specifications and info**

**Publication Dates –**

6 issues per year – Jan/Feb, March/April, May/June, July/August, September/October, and November/December – Issues are usually printed the end of the first month ie. January 30th, March 31st etc.

**Deadlines for Advertising –**

To reserve ad space the deadline is the first day of the first month. Jan 1, March 1, etc.

To change or submit ad copy the deadline is the 10th day of the first month. Jan 10, March 10 etc...

**Format -**

PRINT READY PDF FILES ARE PREFERRED. (distill with embedded font and images)  
FINAL (Flattened) TIFF or JPEG FILES (300 dpi or more preferred)

**Send Ads to -**

Send new and replacement ad copy to Editor David Brandenburg at [grassroots@wgcsa.com](mailto:grassroots@wgcsa.com).  
Please CC Chapter Manager Brett Grams at [bgrams@wgcsa.com](mailto:bgrams@wgcsa.com)

**Sizes –**

Full Page 8.5 x 11 (with bleed 8.8 x 11.3)

Half Page 7.375 x 4.75 or 3.5 x 9.1875 or 4.875 x 7.25 (half page bottom with bleed 8.8 x 4.8)

Quarter Page 3.25x 5 or 2.333 x 6.667 or 4.017 x 4

Eighth Page 3.625 x 2.25 or 2.333 x 3.333 or 4.917 x 2

**Bleed –**

Bleed allows ads to extend to the edge of a page, giving a bigger appearance and eliminating the chance of a white narrow edge when the pages are trimmed.

The bleed is .15” (.9P) on outside edges.

**Bleed is preferred on all full page ads half page bottom ads**, and available on other ads when available. Please email the editor with questions regarding format or bleeds.

**Ad contracts and renewals –**

Use Industry Partners Pricing/Contract Form. Send completed form to Brett Grams, Grass Roots Business Manager at [bgrams@wgcsa.com](mailto:bgrams@wgcsa.com) or fax to 888-790-7492. You will be contacted to verify billing information.

**Payments –**

Send payments to:

WGCSA  
N1922 Virginia Dr  
Waupaca, WI 54981