**The Grass Roots**

**The Official Publication of the Wisconsin Golf Course**

**Superintendents Association**

**COLOR - Ad specifications and info**

**Publication Dates –**

4 quarterly issues per year – Issues are printed March 1st, June 1st, September 1st, & December 1st

**Deadlines for Advertising –**

To reserve ad space please submit electronically to the Grass Roots Editor 30 days prior to the print dates above*. Example, to change ad for 2nd issue of year submit by May 1st.*

**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 Jake Schneider at grassroots@wgcsa.com

Please CC Chapter Manager Jake Schneider at jschneider@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 Jake Schneider, Grass Roots Business Manager at jschneider@wgcsa.com. You will be contacted to verify billing information.

**Payments –**

Send payments to: **WGCSA**

**4174 Cherokee Drive**

**Madison, WI 53711**