

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 usually printed March 1st, July 1st, Sep 1st, Dec 10th

Deadlines for Advertising –

To reserve ad space please submit electronically to both Grass Roots Editor and Chapter Editor 30 days prior to the Print dates above. *Example, to change ad for 2nd issue of year submit by June 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 David Brandenburg at grassroots@wgcsa.com
Please CC Chapter Manager Brett Grams at 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. You will be contacted to verify billing information.

Payments –

Send payments to:

WGCSA
N2299 Country Lane
Waupaca, WI 54981