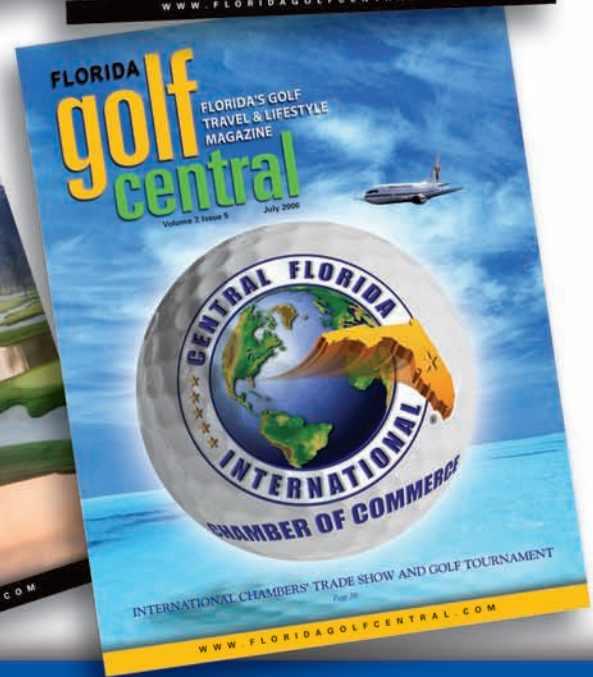
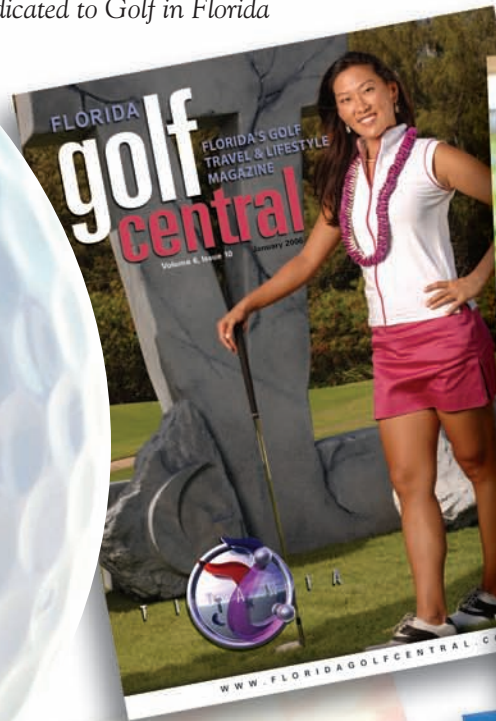


FLORIDA golf central

FLORIDA'S GOLF
TRAVEL & LIFESTYLE
MAGAZINE

... the only glossy full-color magazine
dedicated to Golf in Florida

2009-2010
Media Kit



We live golf.

... the only glossy full-color magazine
dedicated to Golf in Florida

Digital Ad Requirements

Preferred File Type:

- Adobe Acrobat PDF
Save in CMYK mode, all fonts embedded, image resolution at 300dpi with bitmap image resolution at 800dpi, include bleed & crops if necessary.

Accepted File Types:

- QuarkXpress 7 (or earlier)
Collect for output all fonts and placed art, stuff or zip into one compressed file.
- Adobe InDesign CS2 (or earlier)
Package all fonts and placed art, stuff or zip into one compressed file.
- Adobe Photoshop CS2 (or earlier)
Save in CMYK mode as a JPG, EPS or TIF. Images with clipping paths must be saved as EPS. Layered PSD files must include any fonts used.
- Adobe Illustrator CS2 (or earlier)
Convert all text to paths, and include any embedded or linked files.

Please include all fonts (screen and printer)

Convert all spot colors (Pantone) to CMYK.

Convert all RGB colors to CMYK.

PLEASE NOTE:

- We cannot accept ads created in Pagemaker, Publisher, MS Word, WordPerfect, etc. documents. Please create a hi-res PDF file if using either of these software programs.
- If we are creating an ad for you, please provide copy in MS Word (Please do not use ALL-CAPS for copy) and hi res (300dpi at full size) images. Stuff or zip into one compressed file if sending electronically.

In Every Issue...

- | | |
|--------------------|--------------------------|
| Cart Girl | Tiger Tales |
| Golf Bachelor | Women in Golf |
| Tournament News | Country Club Socials |
| NFPGA | Product Review |
| Player Development | Provisions ... and more! |

Delivering Your Ad

Preferred Delivery:

- **Email:**
info@floridagolfcentral.com
For files under 2MB. Please stuff or zip files.
- **FTP: www.box.net**
User: s.coates@floridagolfcentral.com
Password: fgcm1
If you have any questions or concerns about uploading files, please contact us and we can help you.

Accepted Delivery:

- Provide ad materials on CD or DVD and send with laser proofs to:
Florida Golf Central Magazine
1549 Warrington Court
Winter Springs, FL 32708
Return name, phone number and address must accompany any materials needing to be returned.

Ads and copy must be received no later than the 15th of the month prior to insertion date.



We live golf

Ad Sizes

Ad Size	1X	3X	6X	12X	4C/Mo.	+Design
1/6 Page	\$386	\$359	\$331	\$298	+ \$189	\$55
1/4 Page	\$672	\$623	\$573	\$524	+ \$195	\$70
1/3 Page	\$791	\$741	\$691	\$641	+ \$200	\$75
1/2 Page	\$975	\$920	\$821	\$771	+ \$212	\$85
Full Page	\$1470	\$1415	\$1360	\$1288	+ \$292	\$100

Premium Placement (Full Page)

Inside Front Cover	\$1921	\$1866	\$1822	\$1750		\$100
Inside Back Cover	\$1910	\$1855	\$1811	\$1635		\$100
Back Cover	\$1943	\$1888	\$1844	\$1772		\$100

Business

Reply Card \$800 front and back

Advtorial Placement

1/2 Pg	\$1475	\$1420	\$1321	\$1172	+ \$212	\$85
Full Page	\$1970	\$1915	\$1860	\$1788	+ \$292	\$100

Cover &

Center Spread \$6000

Includes website link for

1 year & discounted reprints

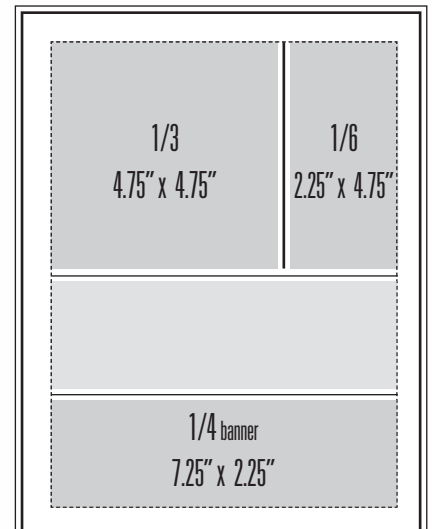
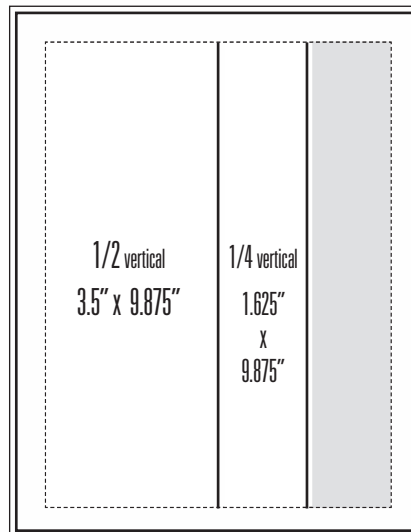
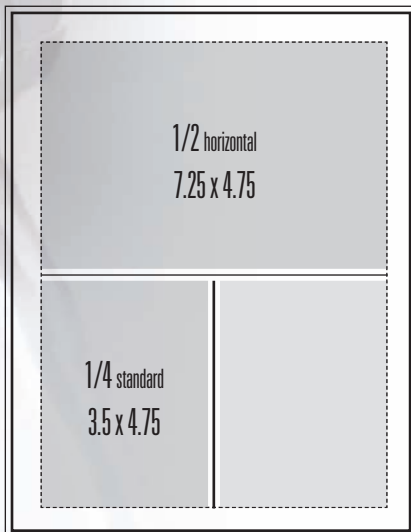
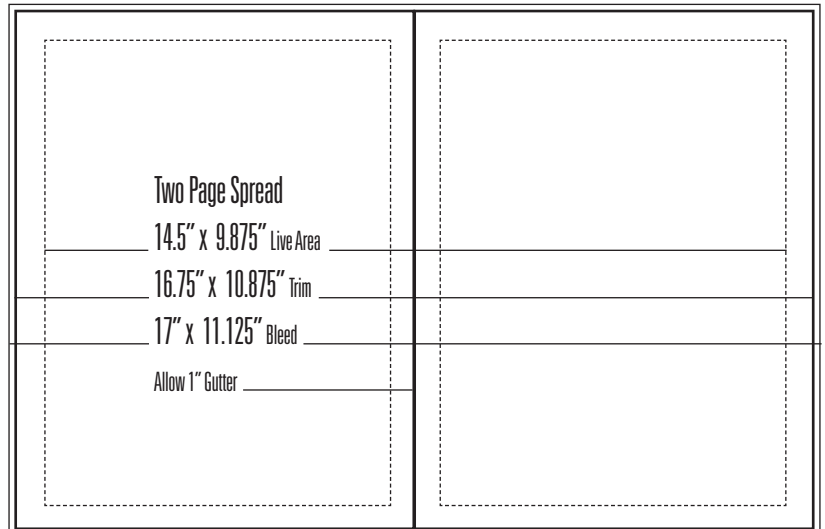
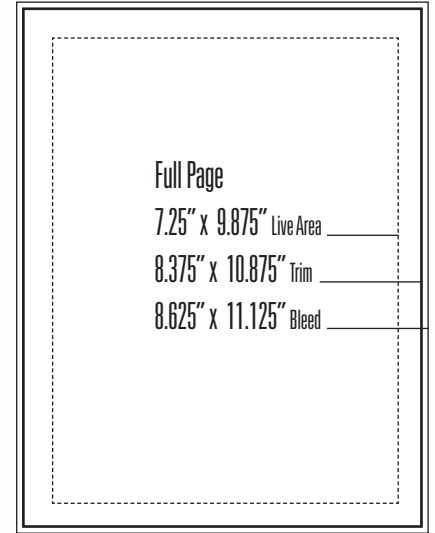
407.971.4336 ph

877.208.5972 tf

407.971.4306 fx

info@floridagolfcentral.com

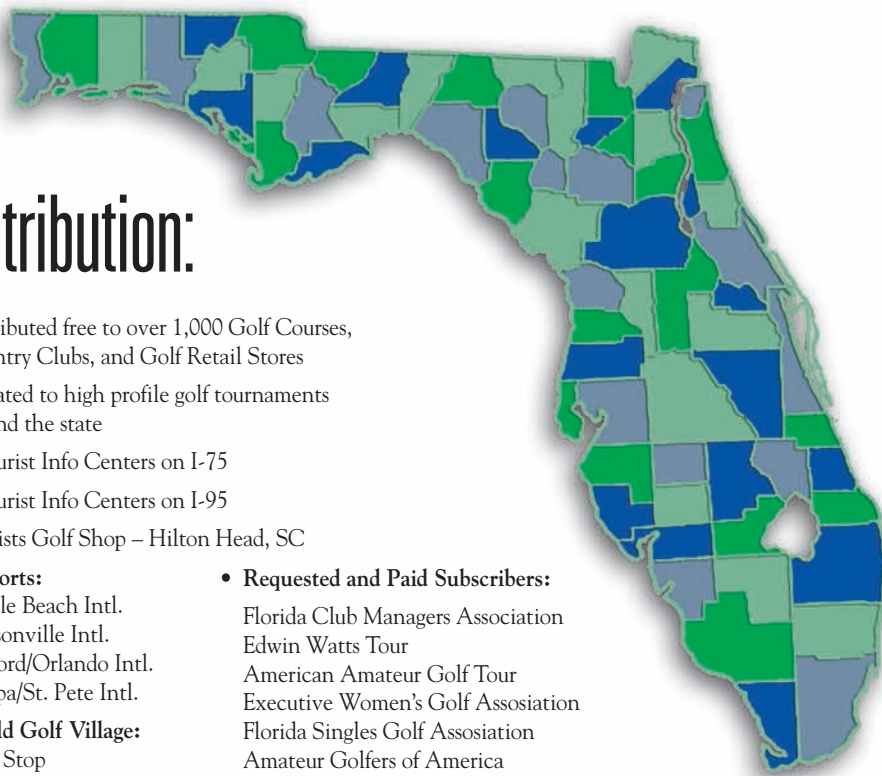
1549 Warrington Court
Winter Springs, FL 32708



Over 50,000 Readers Monthly

Distribution:

- Distributed free to over 1,000 Golf Courses, Country Clubs, and Golf Retail Stores
- Donated to high profile golf tournaments around the state
- 2 Tourist Info Centers on I-75
- 2 Tourist Info Centers on I-95
- Tourists Golf Shop – Hilton Head, SC
- **Airports:**
 - Myrtle Beach Intl.
 - Jacksonville Intl.
 - Sanford/Orlando Intl.
 - Tampa/St. Pete Intl.
- **World Golf Village:**
 - Tour Stop
 - King & Bear
 - Slammer & Squire
 - Murray Bros. Caddyshack
 - Sam Snead's Tavern
- **Requested and Paid Subscribers:**
 - Florida Club Managers Association
 - Edwin Watts Tour
 - American Amateur Golf Tour
 - Executive Women's Golf Assosiation
 - Florida Singles Golf Assosiation
 - Amateur Golfers of America
 - Senior Amateur Golf Assosiation
- **Dedicated Pages for Communication with the North Florida PGA:**
 - Direct mailed to NFPGA's 1,500+ members



NORTH FLORIDA
SECTION

Official Communication Piece of the NFPGA

FLORIDA
golf
central
FLORIDA'S GOLF
TRAVEL & LIFESTYLE
MAGAZINE

407.971.4336 ph

877.208.5972 tf

407.971.4306 fx

info@floridagolfcentral.com

1549 Warrington Court, Winter Springs, FL 32708