

# 2020 NATIONAL GOLF ACCOUNT RATES

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## FOUR-COLOR NET ADVERTISING RATES

Unit size	1X	3X	6X	9x	12X
Full	14,585	13,920	13,525	12,860	11,935
Half	8,355	7,955	7,760	7,290	6,895
Third	5,570	5,305	5,170	4,905	4,640
Quarter	4,410	3,845	3,845	3,580	3,315

## PREMIUM POSITION NET RATES

Unit size	1X	4X	8X	9x	12X
Back Cover	18,300	17,370	17,105	16,180	15,250
Cover 2	17,635	16,575	16,440	15,515	14,720
Cover 2 Spread	29,835	28,640	28,110	26,785	25,860
Cover 3	15,380	14,590	14,320	13,525	12,730

The following terms and conditions shall be deemed incorporated in every insertion order or space contract tendered to Golfweek unless modified by written agreement signed by an officer or "Publisher" and shall supersede any inconsistent statement in such order or contract. Contract insertions for units at lower rates are not accepted. Advertising rates calculated off a subscriber rate base circulation of 130,000.

## COLOR RATES

Standard Red, Standard Green, Magenta, Cyan, Yellow: \$909 extra per color page over space cost; \$1,262 extra per spread.

**Matched Colors:** \$1,262 extra per color page over space cost; \$1,466 extra per spread (same color). For PMS or metallic colors, the corresponding number and chip is required.

**Bleed:** Available for full page ads only.

**Frequency Rates:** Number of insertions used by an advertiser within 12 months from date of first insertion of contract period determines the frequency rate. Multiple insertions in one issue are counted as individual units toward frequency - i.e., 14 spreads earn the 28x rate.

## OTHER RATES

For ad sizes smaller than five column inches, please contact your Golfweek sales representative.

All special positions carry a 20% premium over the earned rate. Contact the Production Department at 407.563.7031 for further information.

## INSERTS

Bound-in or tipped-on inserts are accepted subject to size and scheduling requirements. Each pre-printed insert counts as one insertion toward frequency rate, regardless of page count. Contact the Production Department for mechanical details and shipping instructions, 407.563.7031. Contact the Advertising Department for rates, 407.563.7000.

## PAYMENT TERMS

Invoices are due and payable upon receipt in U.S. funds drawn on a U.S. bank. Publisher looks to the advertising agency placing the insertion order for payment; however, Publisher shall have the right to hold the advertising agency and the advertiser jointly and severally liable for the monies due and payable to Publisher, and the agency warrants by submitting the insertion order that it and the advertiser have accepted this responsibility. Publisher will not be bound by conditions, printed or otherwise, on contracts, order blanks or instructions when such conditions conflict with its policies. Service charges at the rate of 1.5% per month will be added to any delinquent account commencing the first day following the due date of any charges pursuant to this agreement. Advertiser and agency agree to pay all legal or collection fees incurred by Turnstile Publishing in collecting this account.

## RATE PROTECTIVE CLAUSE

If, as and when new rates are announced, contract advertisers (12x or more) will be protected at their contract rates for 90 days after effective date of new rates. Orders beyond three months accepted at rates prevailing.

## SHORT RATES & REBATES

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of insertions upon which their billings have been based. Advertisers will be rebated if within a 12-month period from the date of first insertion, they have used sufficient additional insertions to warrant a lower rate than that at which they have been billed.

## AGENCY COMMISSION

15% of gross billing allowed to recognized agencies on space, color and position. Final file must be submitted to receive agency commission. Commission not allowed on other charges, such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges and non-display classified advertising.

## PUBLISHER'S CLAUSE

By issuance of this rate card, Publisher offers, subject to the terms and conditions herein, to accept insertion orders for advertising to be published in Golfweek and by their tendering such insertion order the advertiser or agency shall indemnify and hold Publisher, its employees, agents and its subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney's fees) resulting from Publisher's compliance with such insertion order (including but not by way of limitation, from claims of libel, violation of privacy or copyright infringement). Publisher shall have full right to settle any such claim and to control any litigation or arbitration as to which it may be a party, all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors, and agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue, or of the tendered advertising because of labor disputes involving Publisher, the printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors, or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to it or, at its option, to publish the tendered advertising in the next available issue. Publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted which simulates Golfweek editorial material. Rates are subject to change without notice.

For more information, contact your  
Golfweek sales representative today!

FOR SERIOUS GOLFERS  
**Golfweek**