



FARMERS[®] INSURANCE OPEN

ADVERTISING RATE CARD

TORREY PINES ~ JANUARY 24-30, 2011

SPECTATOR GUIDE & DAILY PAIRINGS GUIDE

The Farmers Insurance Open will once again be played at the beautiful Torrey Pines Golf Course in San Diego this January. In following tradition, we will be publishing the full color Spectator Guide with tournament schedules, pictures, course maps, player profiles, stories, and highlights of tournaments past.

Reserve your space now to ensure maximum exposure for your products or services. Advertise in the 2011 Farmers Insurance Open Spectator and Daily Pairings Guides.

Spectator Guide Advertising Rates

The Spectator Guide will be inserted in the San Diego Union-Tribune on Monday, January 24 during tournament week. Advertisers will receive additional exposure when The Spectator Guide is distributed throughout the tournament. Total distribution is anticipated to exceed 160,000 copies.

SIZE	4 COLOR	B/W
Two Page Spread	\$8,500	\$7,400
Full Page	\$4,600	\$3,950
1/2 Page Horizontal	\$3,000	\$2,575
1/4 Page	\$2,190	\$1,500
Inside Front Cover	\$7,050	N/A
Inside Back Cover	\$5,750	N/A

Daily Pairings Guide Advertising Rates

The Daily Pairings Guide informs tournament visitors about tee times, pairings and leading scores from the previous day. The Daily Pairings Guide is published each day of the tournament, including the Zurich Pro-Am day.

SIZE	4 COLOR OR B/W
Full Panel	\$4,175
1/2 Panel	\$2,475
1/3 Panel	\$1,700

Mechanical Requirements

Spectator Guide is printed by web offset on coated stock. Page live area is 7-5/8" x 10-3/8", final trim is 8-1/8" x 10-7/8". Allow 1/4" on all sides for full bleed ads.

SPECTATOR GUIDE

Spread Bleed	16-1/4" x 10-7/8"
<i>(plus 1/4" bleed all sides)</i>	
Spread Non-Bleed	15-1/4" x 10"
Full Page Bleed	8-1/8" x 10-7/8"
<i>(plus 1/4" bleed all sides)</i>	
Full Page Non-Bleed	7" x 10"
1/2 Page Horizontal	7-5/8" x 5-1/8"
1/4 Page	3-13/16" x 5-1/8"

DAILY PAIRINGS GUIDE

Full Panel	4" x 11"
1/2 Panel	4" x 5-1/2"
1/3 Panel	4" x 3-1/2"

Bleed Information and Production Charges

Bleed: No charge. Available on spreads and full pages only.
Production Charges: Advertising rates based on plate-ready files.
Additional art or preparation charges will be billed at cost.

Closing Dates

Space reservations and insertion orders: November 15, 2010.
Copy to be set and color to be separated by publisher:
November 15, 2010. Plate-ready files: December 6, 2010.

General

All advertisements are accepted and published upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. Advertiser and agency agree to indemnify and save The Century Club of San Diego and DK Marketing harmless from any loss of expense arising out of publication of such advertisements, including and without limitations, those resulting from claims or suits of libel, violation of privacy, plagiarism or copyright infringement. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standard.

Agency Commissions

All advertising appearing in the Spectator Guide and Daily Pairings Guide is billed at net – no agency commission allowed.

Mailing Instructions

Send advertising insertion orders, instructions and camera-ready files to:

Dale Kriebel
The 2011 Farmers Insurance Open
6155 Cornerstone Court E, Suite 100
San Diego, CA 92121
(858) 886-GOLF (4653)
dkriebel@CenturyClubSD.org
www.farmersinsuranceopen.com

Billing Procedures

Terms of billing: Net 30. A 2% cash discount will be allowed for cash with insertion order.

Make checks payable to: Century Club of San Diego.

