


(Players subject to appear)

ADVERTISING RATE CARD

Spectator Guide & Daily Pairings Guide

The Farmers Insurance Open will once again be played at 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 2012 Farmers Insurance Open Spectator and Daily Pairings Guides.

Spectator Guide Advertising Rates

Advertisers will receive additional exposure when the Spectator Guide is distributed throughout the tournament as well as the Digital Edition, which will be available on FarmersInsuranceOpen.com, PGATour.com and Golfweek.com.

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

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
Full Panel	\$4,175
1/2 Panel	\$2,475
1/3 Panel	\$1,700

Mechanical Requirements

SPECTATOR GUIDE			DAILY PAIRINGS GUIDE
Unit Size	Trim Size	Bleed	
Full Page:	8.375" X 10.875"	8.625" X 11.125"	Full Panel: 4" X 11"
2-Page Spread:	16.75" X 10.875"	17" X 11.125"	1/2 Panel: 4" X 5.5"
Half Page: 7.375" X 4.75" (horizontal only)			
Retain all live matter at least 5/16" from final trim. Bleed ads must be centered to allow for positioning on either right or left-hand page. Gutter allowance for spread is 1/8" at each face.			

PLEASE SEND ALL SPECTATOR GUIDE MATERIALS TO:	FTP INFORMATION:
Kimberly Semer Golfweek Custom Media 1500 Park Center Drive, Orlando, FL 32835 ksemmer@turnstilemediagroup.com 407-563-7053	URL Address: ftp.golfweek.com username: customupload password: csTM335 file folder: INCOMING FILES

Submission of Files

Please furnish advertisements in Mac format on CD-Rom, DVD, via email or ftp. Advertisements should be supplied according to the specifications using version CS4 or older of InDesign, Illustrator or Photoshop or Quark Xpress 6.5 or older. Please be sure to include all fonts and images. All supplied images should be 300 dpi or greater resolution at 100% size.

If you are submitting a PDF file, please be sure to include the bleed in the PDF and make sure all fonts and images are embedded into the file. No crop marks should appear within the bleed. We recommend that the PDF be completed as a PRESS READY PDF. If you are emailing over a PDF please make sure the file is received by requesting a reply. If the file is larger than 10MB it may not come through.

Please refer to the above section for accepted formats. It is required to use a FTP client software such as Fetch or Cyberduck when uploading files. Please email ksemmer@turnstilemediagroup.com with the file name and event that it is for once the file is completely uploaded.

Closing Dates

Space reservations and insertion orders: November 11, 2011.

Plate-ready files: December 5, 2011.

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, Farmers Insurance, 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 all Pairings Guide material to:

Dale Kriebel
The 2012 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.

