

# Welcome to Arizona's Golf Newspaper



“Arizona Golfer is read by virtually every golfer in Arizona.”  
– Vito Berlinger,  
Former Marketing Director for SWSPGA of America

*Arizona Golfer*, in its 26th year of publishing, is a statewide, 4/Color, monthly publication covering the Arizona golf industry. It provides informative and entertaining reporting on the most current Arizona golf news with a colorful and thorough insight into the fabulous golfing lifestyle in Arizona.

## WHAT YOU WILL FIND ON THE PAGES OF ARIZONA GOLFER!

- Feature Stories on Where to Play
- Top PGA Pros
- Fitness Features
- Rules Information
- Arizona Junior Golf Association Events and Results
- PGA & LPGA Tour Events in Arizona
- Equipment Reviews
- Arizona Amateur Tournament Coverage
- Reports from the Arizona Golf Association and Arizona Women's Golf Association
- Reports from the Southwest Section Professional Golfers Association
- Entertainment Features
- Golf Real Estate News
- Profiles on Arizona Golf Resorts and Top Courses
- Golf Travel Highlights

## TARGET AUDIENCE

*Arizona Golfer's* target audience is the locals, tourists and snowbirds who enjoy the golfing lifestyle in Arizona. A profile of *Arizona Golfer's* reader is 36+ years of age, with an annual household income in excess of \$85,000. Readership is 65% male and 35% female.

## CIRCULATION

*Arizona Golfer* reaches 1.5 million golfers annually, with a readership base of 60,000 each month with over 500 paid subscribers in 38 states plus Canada and Mexico (Mazatlan and San Felipe). AZG reaches as far south as Nogales, north to Page, east to Safford and west to Wickenburg and Kingman. Main distribution is in Maricopa County and Tucson. AZG is distributed personally by distributors in both main and surrounding areas and sent by UPS to northern Arizona golf clubs and resorts. *Arizona Golfer* is complimentary and in all of the better golf clubs and golf communities, private golf clubs and communities, golf resorts, chamber of commerces, relocation offices, and convention and visitors bureaus with a 98.9% pick up ratio.

*Arizona Golfer's* website [www.azgolfernews.com](http://www.azgolfernews.com) (now in its 7th year) has 78,000 unique hits each month with 2,000+ complimentary email subscribers. AZG never eblasts to unsolicited readers so our numbers are not fabricated from bogus eblasts to unsolicited readers.

***First with Arizona Golf News...First with Arizona Golfers!***

ARIZONA GOLFER : 14175 W. Indian School Road., Suite B4-481, Goodyear, AZ 85395  
623.535.5191 • FAX 623.535.7018 • Toll Free in Arizona 866.535.7001 • [azgolfernews@earthlink.net](mailto:azgolfernews@earthlink.net)

[www.azgolfernews.com](http://www.azgolfernews.com)

# ARIZONA **golfer** 2017 Editorial Calendar

**To All Media Buyers and Advertisers:** The following calendar highlights the lead editorial feature and/or theme for each monthly issue of *Arizona Golfer*. Aside from the major professional tournament issues, the editorial direction may vary depending on changes within the industry. Each month, *Arizona Golfer* will cover a diversified list of topics and invites your editorial input. For further information, contact Nancy Howard in the Phoenix Office at 623.535.5191 • FAX 623.535.7018 • Toll Free in Arizona 866.535.7001 • Email: azgolferngh@earthlink.net.

## JANUARY

Waste  
Management  
Phoenix Open  
•  
Best Hospitality  
Facilities

## FEBRUARY

GolfFest

## MARCH

LPGA  
Founder's Cup  
•  
Spring  
Break

## APRIL

Golf Vacation  
Planning  
•  
Charity Golf  
Profile

## MAY

Great Golf  
Community  
Profiles

## JUNE

Junior Golf  
In Arizona  
•  
Golf Resort  
Profiles

## JULY

The Coolest  
Golf In &  
Around Arizona

## AUGUST

Coolest Golf  
& Golf Resorts

## SEPTEMBER & OCTOBER

Arizona Overseeding  
Schedule  
•  
Charles Schwab Cup  
Championship

## NOVEMBER

Holiday Vacation  
Planning  
•  
Golf Profiles

## DECEMBER

Gift Giving  
For The Golfer  
•  
Golf Profiles

[www.azgolfernews.com](http://www.azgolfernews.com)

## 2017 RATE CARD (B&W)

UNITS	OPEN	3X	6X	11X
Page	1824	1545	1359	1190
Junior Page	1490	1418	1228	958
1/2 Page	920	809	707	630
1/4 Page	510	419	373	340
1/5 Page	410	354	304	290
1/8 Page	347	308	265	245

X = Months

Note: September/October is a combo issue due to Overseeding in Arizona. Print quantity is increased by 7,000 due to demand.

**CUSTOM INSERTS:** 8 1/2" X 11" Max size. Quotes Upon Request.

**COLUMN SIZES:** 1 Col. 2 3/8" - 2 Col. 4 7/8" - 3 Col. 7 1/2" - 4 Col. 10"

**COLOR/SCREENS (Per issue):** Spot Color \$125 - Four Color Process \$385. 100 line screen recommended for best reproduction. Adobe Illustrator/PhotoShop/InDesign artwork accepted with fonts & artwork. Color should be in CMYK format, 170 DPI and sent in PSD, JPEG, AI or PDF. Call for complete page of digital requirements.

**COMPOSITION:** Layout and graphic services available upon request @ \$10 per hour.

**CLOSING DATES:** Space Reservations: 15th of Preceding Month; Final Art Material: 20th of Preceding Month; Editorial Material: 10th of Preceding Month.

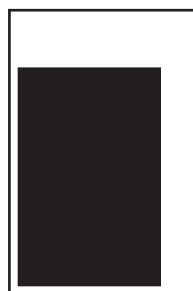
**EMAIL ARTWORK TO:** Phoenix: [azgolferngh@earthlink.net](mailto:azgolferngh@earthlink.net)

**Note:** Payment is due in advance of press time, each month, for the first three months to establish credit with *Arizona Golfer*. General Rate Policy: No cancellation of space order is accepted after space closing deadline of the 5th of the month prior to publication. Cancellation of agreement prior to completion will be short-rated to lowest earned rate. Any discounted rates on Spot or 4/Color will be forfeited. Terms are 15 days, net invoice date (once credit has been established). 2.5% penalty per month late fee for late payments on balance owed each month.

### MECHANICAL DIMENSIONS:



PAGE  
10" x 11 3/8"



JR. PAGE  
7 1/2" x 9"



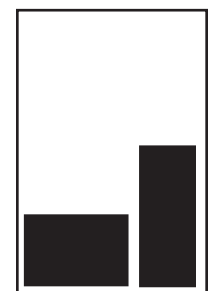
1/2 PAGE  
10" x 5 5/8" (H)  
4 7/8" x 11 3/8" (V)



1/4 PAGE  
4 7/8" x 5 5/8"  
2 3/8" x 11 3/8"



1/5 PAGE  
4 7/8" x 4"



1/8 PAGE  
4 7/8" x 2 3/4" (H)  
2 3/8" x 5 5/8" (V)

**DIGITAL  
FILE**

**NATIVE  
FILE FORMATS:**

- Photoshop CC\*
- Illustrator CC\*
- InDesign CC\*

*\*previous versions of the above programs are acceptable.*

**FONT  
REQUIREMENTS:**

- We strongly suggest only using Adobe Type 1 fonts
- **Do Not** use TRUE TYPE fonts
- **Do Not** use TYPE 3 fonts
- When sending fonts please make sure to send both screen and printer fonts
- PC Fonts are not compatible and will have to be substituted
- PDF files must have all fonts embedded
- **Do not** set type in Photoshop smaller than 16 pt. It will be fuzzy and difficult to read

# Requirements

The following guidelines will assist you in preparing your ads for digital submission. For further information, please call Nancy Howard at 623.535.5191.

All of the Arizona Golfer Pre-Press operations are performed on Macintosh computers. Although we will make every effort to accommodate those who may be working in a PC environment we will not be able to offer the same level of service and expertise for the PC platform.

**ACCEPTABLE FILE TYPES:**

- PSD — (\*Recommended File Type)
- AI
- JPEG — (Limited) (**Not Recommended**)  
*Note: JPEG images embedded into other file types will not process correctly. Any submitted JPEG file will be converted to PSD To ensure proper output.*
- PDF (CMYK ONLY)  
*Please call if you need assistance creating a PRESS READY PDF*

**DIGITAL GRAPHIC & COLOR REQUIREMENTS:**

- All files must be saved in CMYK or Grayscale Color Mode.
- **Please do not send files that have been saved using PANTONE, DUOTONE, INDEXED, LAB or RGB color modes.**
- Photos should be adjusted for 30% dot gain on Newsprint (SWOP)
- Photos should be scanned to size
- Pixel / Grayscale Art  
Line Screen: 85 Lpi  
DPI: 170 (85x2=170)
- Pixel / Color (CMYK) Art  
Line Screen: 100 Lpi  
DPI: 200 (100x2=200)
- Bitmap graphics should be saved at 300 dpi and actual size (no compression)
- Vector type graphics (Illustrator) should have fonts outlined or converted to paths

**ELECTRONIC  
DELIVERY OPTIONS:**

- E-Mail (PDF, .sit or .sea files)  
azgolferngh@earthlink.net
- FTP (PDF, .sit or .sea files)  
Requires Account Setup with Arizona Golfer.  
Contact your Account Rep for info