



50,000 COPIES PER ISSUE

(Effective January 1, 2012 • all rates are net and include a live ad in the Southland Golf Digital Magazine.)



BLACK & WHITE ADS

	Open	3x	6x	12x
Full	\$3,945	\$3,480	\$2,970	\$2,815
Half	\$2,270	\$1,965	\$1,715	\$1,615
Quarter	\$1,355	\$1,185	\$1,025	\$975
Eighth	\$790	\$690	\$595	\$555

PREMIUM POSITIONS

	Open	3x	6x	12x
Back Cover	\$4,810	\$4,200	\$3,640	\$3,440
Inside Front Cover	\$4,405	\$3,800	\$3,325	\$3,145
Inside Back Cover	\$4,230	\$3,745	\$3,190	\$3,025
Spread	\$6,895	\$6,085	\$5,195	\$4,935

COLOR (PER INSERTION)

Second color: \$250
4-color process: \$350

EACH ADDITIONAL MAGAZINE

Second color: \$250
4-color process: \$350

COMBO RATES

Any two magazines -
10% discount on second magazine
Any three magazines -
15% discount on second & third magazines

GUARANTEED POSITION

Additional 10% of total ad rate
for 1/2 page or larger

