

**EFFECTIVE DATE:**

January / February 2008  
Average per-issue circulation: 155,000



**CONTACT:**

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**GENERAL AD RATES**

	1X	3X	6X	7X
Full pg	\$ 8,250	\$ 7,590	\$ 7,013	\$ 6,600
2/3 pg	6,950	6,394	5,908	5,560
1/2 pg	5,750	5,290	4,888	4,600
1/3 pg	5,290	4,867	4,497	4,232
1/6 pg	2,950	2,714	2,508	2,360

**COVER AND SPREAD RATES**

IFC / IBC	\$ 9,270	\$ 8,528	\$ 7,880	\$ 7,416
Back Cover	11,000	10,120	9,350	8,800
2-pg spread	15,950	14,674	13,558	12,760

**MARKETPLACE (PRICES ARE NET)**

Up to 4 column inches: 4/color: \$ 400 per column inch • BW: \$ 250 per column inch  
5 column inches or more: 4/color: \$ 340 per column inch • BW: \$ 225 per column inch

**GREAT GOLF DESTINATIONS (1/4-PAGE, 4/C FORMATTED ADS — PRICES ARE NET)**

1/4-pg ads	\$ 2,250	\$ 2,070	\$ 1,912	\$ 1,800
1/2-pg ads	4,250	3,910	3,612	3,400

**SOUTHERN CALIFORNIA DIRECTORY OF GOLF RATES (PRICES ARE NET)**

Full-page	\$ 4,250
Golf Course Review Page	3,500
IFC / IBC	5,095
Back Cover	5,900

**SPECIAL POSITION/BLEED CHARGES**

A 10% charge is added for special position and must be approved in advance by the publisher. There is no additional charge for bleeds on full-page ads or two-page spreads. A 10% charge is added for bleed on less than full-page ads.

**PERSONALIZATION OF ADS**

Ads may be personalized with the reader's name and/or address for an additional fee. For details, contact the publisher.

**COMMISSIONS/CASH DISCOUNTS/PAYMENTS**

Commissions equalling 15% of gross allowed to recognized agencies for accounts paid in full within 45 days of invoice date. Cash discounts of 2% on net billing paid within 10 days of invoice date. First-time and all mail-order advertisers must pay in advance. Invoices more than 45 days in arrears are subject to a 1.5% surcharge plus any appropriate collection agency and/or attorney fees incurred.

**CONTRACTS AND FREQUENCY RATES**

Three-time rates quoted above are for three insertions in a 12-month period. Six-time rates are for six insertions in a 12-month period. Seven-time rates include six issues within a 12-month period, plus an insertion in the annual *Southern California Directory of Golf* (see below). Multiple insertions in excess of seven earn larger frequency discounts; check with publisher for details. At the discretion of the publisher, new advertisers may be required to pay one-time rates until appropriate contract requirements are met and then take the entire frequency discount on the succeeding ad (e.g., pay one-time rates for first two ads and then have the discount for the three-time rate on those ads deducted from the third ad). Advertisers who contract for space and fail to complete a contract will be short-rated at the prevailing one-time rate.

**SOUTHERN CALIFORNIA DIRECTORY OF GOLF**

The *Southern California Directory of Golf* is a digest-size publication (5 1/4 x 8 1/4 inches) and is mailed in a polybag with FORE Magazine's January / February issue. Frequency rates shown are a combination of ads in the directory and FORE Magazine.