

EFFECTIVE DATE:

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

**CONTACT:**

Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org

MECHANICAL SPECS**PRINTED COMPUTER-TO-PLATE BY WEB OFFSET**

Trim size: 8¼ inches x 10½ inches. Saddle stitched, 3-column format.
Submit ads on computer disk (see separate sheet, *Digital Print Ad Guidelines*, for details).
Ads delivered as film or veloxes will be digitized. Contact the publisher for additional details.

AD PAGE SIZES

Trim size : 8¼ inches x 10½ inches.	
2-page spread bleed	16¼ x 11
Bleed page	8¼ x 11
Full page (nonbleed)	7¼ x 9½
2/3 page	4¾ x 9½
1/2 page (island)	4¾ x 7¾
1/2 page (horizontal)	7¾ x 4¾
1/3 page (vertical)	2¼ x 9½
1/3 page (square)	4¾ x 4¾
1/6 page (vertical)	2¼ x 4¾
1/6 page (horizontal)	4¾ x 2¼
Great Golf Destinations (1/4 pg)	3½ x 4¾
Marketplace	2¼ inches wide per column

NOTE: Build full-page ads to 8¼ x 10½ inches, even if they are nonbleed. Allow ⅜ inch for safety margin.
See also separate sheet entitled *Digital Ad Guidelines*.

DIRECTORY AD PAGE SIZES

Trim size : 5¼ inches x 8¼ inches (perfect bound)	
2-page spread bleed	11½ x 8½
Bleed page	5½ x 8½
Full page (nonbleed)	4½ x 7¾

NOTE: Build full-page ads to 5¼ x 8¼ inches, even if they are nonbleed. Allow 5/16 inch for safety margin.
Allow 3/16 inch for gutter grind-off.
See also separate sheet entitled *Digital Print Ad Guidelines*.

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least ⅜ inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less than full-page ads.

SPECIAL POSITION

A 10% charge is added and must be approved in advance by the publisher.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

SHIPPING INSTRUCTIONS

FORE Magazine
3740 Cahuenga Boulevard
North Hollywood, CA 91604
818/980-3630 • 818/980-1808 (FAX)
E-mail: bthomas@scga.org

COMPUTER-TO PLATE

FORE Magazine is designed on a Macintosh computer in Quark XPress 7.0.

See page entitled *Digital Print Ad Guidelines* for specific production and ad submission guidelines.
Contact the publisher for further information.

FILM

Ads submitted in film will be monoscanned.
A proof must be submitted.

AD CLOSURES, MATERIALS DUE & MAILING DATES

ISSUE	CLOSURES	MATERIALS	MAILS
Jan/Feb	Nov 20	Dec 1	Jan 15
Mar/April	Jan 20	Feb 1	Mar 9
May/June	March 21	April 1	May 20
July/Aug	May 20	June 1	July 22
Sept/Oct	July 20	Aug 1	Sept 12
Nov/Dec	Sept 20	Oct 3	Nov 11

CONTACT:

Tom Black, *Advertising Manager*
562/590-5143 • tblackfore@aol.com

George Eckardt, *Coachella Valley Advertising Manager*
760/772-7399 • geckardt@dc.rr.com

Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org

Katie Denbo, *Assistant Editor*
818/980-3630 • kdenbo@scga.org