



Golfdom[®]

MEDIA PLANNER 2013

Golfdom.com

Rich with Tradition—Rich in Value

Our Strengths=Your Opportunity!



The *Golfdom* difference: Tap into it!

Golfdom, along with *Landscape Management*, *Pest Management Professional* and three of our sister publications, became part of North Coast Media, a new company formed in May 2012 by 14-year industry veteran Kevin Stoltman. Usually ownership changes go unnoticed, but this one will be different and has already resulted in increased investment, flexibility and resources. Following are just a few recent highlights, which translate into great opportunity for you!

Superior integrated audience and the highest superintendent reach.

We recognize how important our audience is to our marketing partners. We continue to make significant investment in this area of our business and are the **ONLY** industry media network to audit print and digital subscribers, enewsletter subscribers and website visitors. We have the highest audited individual reach in the industry and consistently lead the way as well in terms of actual superintendents reached. Rest assured our investment in audience development and insight continues in 2013.

Lead-generation program enhancements.

Golfdom has numerous programs in place to deliver high-quality leads representing golf course superintendents and owners ready to learn more about or purchase particular products. We've invested in a quarterly e-reader service program for our advertisers provided by IMS. When it comes to your e-newsletter or website ads, we give you more than just the number of click-throughs to your ad. We actually give you contact information of those subscribers who clicked. Ask us about our other lead-generating ideas and programs!

New product launches.

We spend a lot of time researching new products and initiatives that benefit our clients and readers. Our clients and readers can look forward to online enhancements, including more online content, videos, a new blog and a re-focused e-newsletter strategy. In print, we have numerous custom supplements planned, including the new Internet Guide for Superintendents. And don't forget the *Golfdom* Summit, an exclusive invitation-only event for superintendents centered around one-on-one meetings, esteemed speaker presentations and tons of networking opportunities.

I hope you are as excited as I am about 2013. We look forward to the future and offering you new insights and access to our great marketplace.

Sincerely,

Pat Roberts
Publisher

Our New Look Debuts in January!

Golfdom unveils its new look beginning with the January 2013 issue. The same great editorial will shine through on each page in a design geared to tap into our fun, edgy personality!

Readers will enjoy the same mix of coverage: controversial topics, important industry news, technical issues and personal perspectives.



Reach a Qualified Audience of 38,499 Through *Golfdom's* Media Network

The *Golfdom* brand is the industry's leading media network, providing advertisers with complete access to a multi-platform integrated portfolio that fulfills the market's diverse content-distribution needs.



The Power of Integration

With an integrated marketing program, *Golfdom* guarantees **the largest unduplicated, audited audience** reach in the industry! Remember, it is easier to recognize or remember a company's brand or products/services when they see messages about them in multiple media platforms!

Industry's Largest & Most Impressive Audience

Largest Industry Audience!

**Our largest audience ever...
and the industry's largest unduplicated reach!**

2012: **38,499*** unique subscribers are part of
Golfdom's Media Network

2012
38,499

*Verified Annual Audit Report, Oct. 1, 2011–Sept. 30, 2012

Largest Reach at Golf Courses!

2012: **33,121*** unique subscribers in *Golfdom's*
Media Network are located at golf courses



*Verified Annual Audit Report, Oct. 1, 2011–Sept. 30, 2012

Did You Know?

Golfdom is the only industry publication that certifies and guarantees its print and digital edition and e-newsletter circulation and website statistics with an independent, verified media audit. Get the details on pages 6 and 7.



Highest Superintendent Reach!

***Golfdom* reaches more superintendents when comparing the audited and publisher's own statements.**

September 2012 (Actual audited): **15,516***

December 2012 (Actual publisher's own data): **15,857****

*Verified Annual Audit Report, Oct. 1, 2011–Sept. 30, 2012

**Publisher's Own Data, Dec. 2012



"*Golfdom* does a wonderful job of covering the stories that no other publication covers. There is a lot of great information in *Golfdom* that you just cannot find in other magazines."

—Jason Busch, Powder Horn Ranch Golf Course, Sheridan, Wyo.



"People don't realize the longevity, how many years *Golfdom* has been in operation. They're a little more cutting edge, they speak more of the truth from what you hear in other magazines. *Golfdom* tells it how it is and isn't afraid to cover the issues."

—Joseph Hubbard, Broken Sound Club, Boca Raton, Fla.



"*Golfdom* is always on the cutting edge in research and has great articles that both turf scientists and groundworkers can read and understand."

—Robert Carey, Spring Brook Country Club, Morristown, N.J.



"*Golfdom* is always current. I like the way they have articles that are discussed amongst the superintendent community and, quite often, *Golfdom* is ahead of the information curve."

—Dave Coote, Wood Ranch Golf Club, Simi Valley, Calif.

Golf Course Superintendents and Managers Prefer *Golfdom*

Which publication has strongest editorial team?

36% *Golfdom*

34% *GCM*

25% *GCI*

6% Superintendent

Which industry editor do you prefer?

50% Seth Jones

20% Scott Hollister

9% Mike Zawacki

22% Larry Aylward

Which magazine has the best mix of controversial topics, important industry news, technical issues and personal perspectives?

42% *Golfdom*

29% *GCM*

26% *GCI*

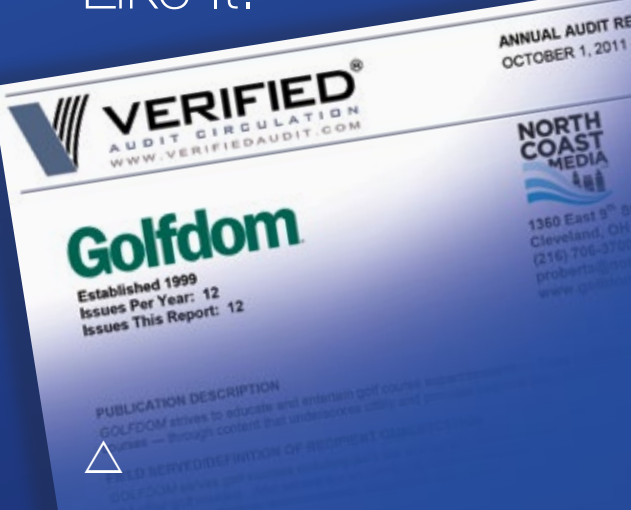
4% Superintendent

*Questex Research Department 2012.

**Real Numbers.
Real Value.**

Industry's Only Fully Integrated Audience Audit

No One Else
Has Anything
Like It.



Ask for a copy of
Golfdom's 8-page 2012
Annual Audit Report to see
all our audience data!

INTEGRATED AUDIENCE ENGAGEMENT

Business Type

1. Daily Fee and Public
2. Semi-Private
3. Private
4. Resort
5. City, State, Municipal

Subtotal Golf Courses

6. Others Allied to the Field

Total Number of Respondents

Non-Respondents

TOTAL AUDIENCE

Golfdom

Integrated Audience

The chart above comes directly from *Golfdom's* 2012 Verified Audit Circulation Annual Audit Report.

These are audited figures. You know what you are buying, and whom you are reaching.

No other golf course management industry publication backs its magazine (print and digital), e-newsletter circulation and website statistics with an annual third-party audited report.

Every year we try to contact every subscriber to update their information, so you know they are engaged *Golfdom* readers.

Request a copy of our annual audit statement to see all 8 pages of circulation data.

*Verified Annual Audit Report, Oct. 1, 2011–Sept. 30, 2012



Verified Annual Audit Report: Oct. 1, 2011–Sept. 30, 2012

Verified Annual Audit Report: Oct. 1, 2011–Sept. 30, 2012

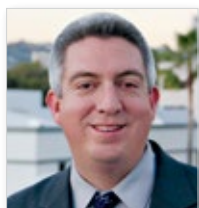
(Google Analytics & Verified Annual Audit Report, Oct. 1, 2011–Sept. 30, 2012)

facebook. twitter

Publisher's Own Data

Our Unmatched Editorial Team

Winner of More Editorial Awards Than Any Other!*



Seth Jones

Editor-in-Chief

Seth is a graduate of the University of Kansas School of Journalism and Mass Communications. He began working for *Golf Course Management* in 1999 as an intern and has won numerous awards in his 14-year career in the golf industry media. Jones is a member of both the Golf Writers Association of America and the Turf and Ornamental Communicators Association.



Beth Geraci

Senior Editor

Geraci has worked as a professional journalist for more than 18 years, including six years as a writer for the *Chicago Tribune*. A graduate of Allegheny College and Northwestern University's Medill School of Journalism, Geraci is an award-winning reporter who has expertise in both print and online media.



Karl Danneberger

Science Editor

Karl Danneberger, Ph.D., is a professor in the department of horticulture and crop science at The Ohio State University. He is author of the popular "Turf M.D." column that appears monthly in *Golfdom*. Karl writes on topics ranging from *Poa annua* to pest control.



Clark Throssell

Research Editor

Clark Throssell, Ph.D., is the former director of the Purdue University turf program as well as the former director of research for GCSAA. Throssell is the research editor for *Golfdom*, focusing on managing the Super Science section of the magazine. He also contributes his "Clark Talks Turf" column to *Golfdom* every month.



Anthony Williams

Contributing Editor

Williams, CGCS, CGM, is the director of grounds at the 36-hole Stone Mountain (Ga.) Golf Club. He is the first two-time national winner of the *Golf Digest*/GCSAA Environmental Leaders in Golf Award (overall winner in 2006), as well as one of *Golf Inc.*'s "20 most admired golf operators." His first book, "The Environmental Stewardship Toolkit," was published last year by Wiley & Sons.



Joel Jackson

Contributing Editor

Currently serving as the Executive Director for the Florida Golf Course Superintendents Association, Joel was honored with the GCSAA's Distinguished Service Award in 2003. Joel, a certified superintendent, also edits and writes columns and feature articles for the FGCSA's award-winning *Florida Green* magazine and three other state and local golf/turf publications.

Advisory Staff

Jim Barrett, ASIC
JAMES BARRETT ASSOCIATES

Pat Blum
COLONIAL ACRES GC

David Davis, FASIC
DAVID D. DAVIS ASSOCIATES

Shawn Emerson
DESERT MOUNTAIN CLUB

John Gurke, CGCS
AURORA CC

Steve Hammon
TRAVERSE CITY G&CC

Jim Husting, CGCS
WOODBIDGE G&CC

Jim Loke, CGCS
BENT CREEK CC

Walter Mattison
(IN MEMORY)

Steve Merkel, CGCS
LANDSCAPES UNLIMITED

Jim Nicol, CGCS
HAZELTINE NATIONAL GC

Rick Slattery
LOCUST HILL CC

Brit Stenson
IMG GOLF COURSE DESIGN

Bobby Weed, ASGCA
WEED GOLF COURSE DESIGN

*Golfdom has won more editorial and design awards than any of our competitors combined (TOCA, ASBPE, Folio, SPJ and Press Club 2005-2012)

2013 Editorial Calendar

January Ad Close 12/13, Materials 12/20

Golfdom Redesign Unveiled with this Issue

The Golfdom Report

GIS Preview

Golfdom Summit Recap

Sneak Preview: Products Debuting at GIS

Super Science



February Ad Close 1/16, Materials 1/23

Graffis Award Winner

Super Science: Recovering from Winter Injury

Product News: Herbicides

Golfdom Daily: Live from the GIS

March Ad Close 2/15, Materials 2/25

Golf Course Mechanics

GIS in Review

Product News: Accessories

Super Science: Annual Bluegrass Weevil

April Ad Close 3/19, Materials 3/26

Rising Stars

Success Stories: PGRs

Product News: Light Equipment

Super Science: Dollar Spot Update

May Ad Close 4/22, Materials 4/29

Annual Putting Greens Issue

New Technologies in Turf

Product News: Pond Care

Super Science: Irrigation Efficiency

June Ad Close 5/17, Materials 5/24

Plant Health Special

Success Stories: The Right Hire

Golfdom Daily: Live from the U.S. Open at Merion

Super Science: Summer Heat Stress

July Ad Close 6/17, Materials 6/24

Renovations

Product News: Bunkers

Super Science: Overseeding Bermudagrass

August Ad Close 7/22, Materials 7/29

Field Days

Expert Weather Advice

Product News: Fungicides

Super Science: Recovering from Summer Heat Stress

September Ad Close 8/16, Materials 8/23

My Mentor

How to Increase Maintenance Shop Efficiency

Product News

Super Science: Ready for Winter

October Ad Close 9/16, Materials 9/23

Snow Mold Control

Success stories: Connecting with Employees

Super Science: Snow Mold Update

Golfdom Daily: Live from GIE+Expo

November Ad Close 10/21, Materials 10/28

Annual Bluegrass Update

Superintendents' Guide to the Internet

Superintendents' Guide to the Internet

You've Got Questions, We've Got Answers

Product News: Biologicals

Super Science: *Poa Annua* Control

Golfdom Daily: Live from the Golfdom Summit

December Ad Close 11/11, Materials 11/18

Year in Review

A Superintendent's Best Friend

Product News: Best of 2013

Super Science: Overseeding Tips

Planned Editorial is Subject to Change

Intro

Audience

Circulation

Editorial

Marketing Solutions

Digital

Print

High-Visibility Marketing Solutions

Golfdom is committed to providing each customer the best possible marketing solutions to meet their needs and objectives. In addition to advertising in its print and online portfolio, *Golfdom* offers:

LEAD-GENERATION PROGRAMS

Your print and online advertising generate leads, but why not enhance the lead generation with a program including one or more of the following?

White Papers & Other Market Intelligence

Do you have a report or particular data that would be of interest to superintendents or golf course managers? Share with us your market intelligence to generate leads. We'll gate it behind a lead generation form and promote it to our subscribers via multiple platforms including our print, online and social media outlets. Sit back and watch the leads come in.

Online Product Videos & Podcasts

Get your video or audio message out to the marketplace! Whether you already have it built or need us to help you create it, *Golfdom* can get your video or podcast in front of our subscribers. We will help you promote it (and generate leads!) across all our platforms, including our *GolfdomTV* Media Library at golfdom.com.

Research

Golfdom can help you gather the data you need by conducting surveys and detailed research projects. Let us help you test new products during their development stages; assess customer needs and reaction to your company's products and those of your competitors; learn about and monitor customer satisfaction and morale; obtain specific knowledge about the market, including buying intentions, services performed, demographic information and more. Research projects are also great tools to obtain qualified leads.

EVENT SPONSOR OPPORTUNITIES

Golfdom Summit

The *Golfdom* Summit is an exclusive, invitation-only event bringing together the industry's premier buyers and sellers for a one-of-a-kind event focusing on golf course maintenance. Superintendents from the largest courses with the largest maintenance budgets in the country attend this appointment-based event featuring one-on-one meetings with sponsors, as well as other valuable networking activities.



*Ask Us About
Our Custom Event
Capabilities!*



List Rental for Direct Marketing

Golfdom can help you generate leads and boost sales with its direct mail, phone and e-mail lists consisting of qualified decision makers in the industry. We have thousands of mail addresses, phone numbers and e-mail addresses of qualified contacts. Target all or ask for a custom-selected list so you can focus on the contacts most likely to be interested in your products and services. Some of the selections available include: Business/Industry, Job Function, Products Purchased, Services Performed, Email Addresses, Mailing Addresses, and Phone Numbers.

MORE IN PRINT!

False Covers, Gatefolds & More

Celebrating an anniversary?
Announcing a new product? Standout
with a *Golfdom* false cover, gatefold,
insert, post-it note, or sticker. There are
numerous additional options to choose
from, which enable you to make a big
impact.

Special Issues & Supplements

Golfdom presents its subscribers with useful
resources including its annual *Golfdom* Report and
Year in Review Issues issue to name a few. New
supplements are also planned for 2013, including
the Internet Guide for Superintendents. Each offers
advertisers special opportunities to stand out.

Reprints

Turn good press or your advertisement into
full-color reprints. High-quality reprints are a great
marketing tool and a cost-effective addition to
any marketing mix. Expand your coverage with
a PDF of your reprint as well and post it to your
company's website.



Custom Media

Custom media projects include custom
supplements, magazines, webcasts, websites,
e-mail newsletters, e-zines, focus groups, events
and more, which are designed and produced
around the customer's needs. *Golfdom*'s parent
company, North Coast Media, has the knowledge
and resources to bring custom media projects
to fruition. You have final say on the content,
and can count on our help every step of the way.

NEW!

THE
Golfdom
APP FOR iPad®



**NOW
AVAILABLE!**

FREE

**DOWNLOAD
IT TODAY!**

Search **Golfdom HD**
on the App Store™

Direct link: <http://itunes.com/apps/GolfdomHD>

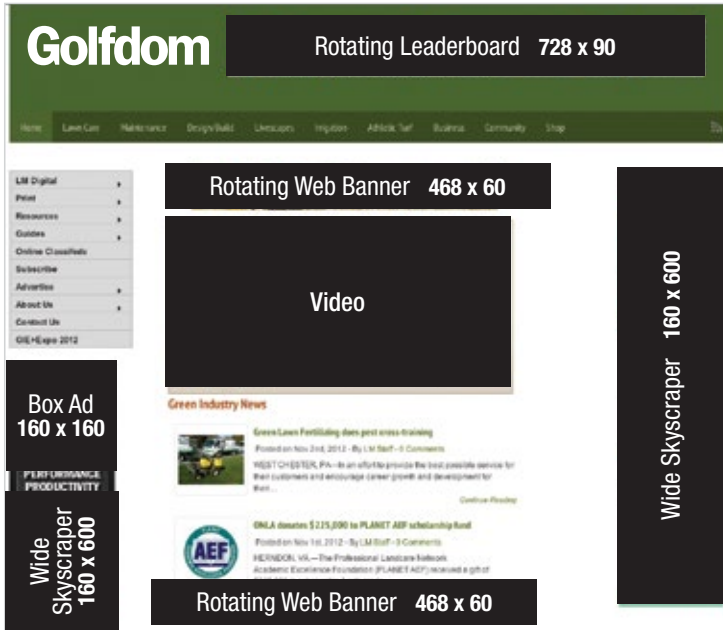


Available on the
App Store

Apple, the Apple logo and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Digital Media

Golfdom.com

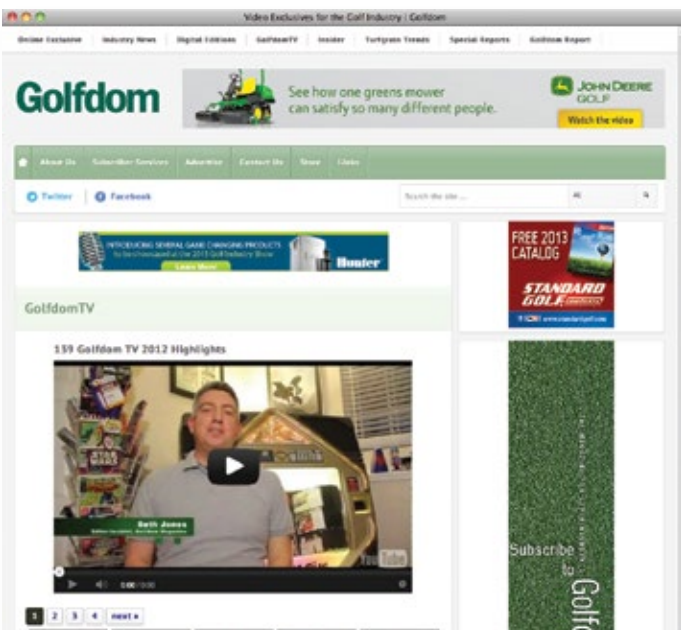


Website	
Video	
Video is posted on home page. Audio and/or video up to five minutes in length. Placement: middle of homepage, often above the fold. Dimensions of video box: 16:9 aspect ratio/max file size 300 mb. Format: WMV, MOV or MP4.	
1 month	\$1,500
3 months	\$1,000 per month
Rotating Leaderboard	
728 x 90 pixels / 40 kb max	
CPM	\$30 CPM
Rotating Web Banner	
468 x 60 pixels / 40 kb max, located on the top or bottom of the home page	
CPM	\$25 CPM
Wide Skyscraper	
160 x 600 pixels / 40 kb max, located on left side of home page	
CPM	\$30 CPM
Box Ad	
160 x 160 pixels / 40 kb max, located on right side of home page	
CPM	\$30 CPM

All rates net.

More Golfdom Digital

GolfdomTV



Ask us about sponsor opportunities and video submission!

Webinars

Golfdom will hold webinars featuring an esteemed speaker or panel focusing on topics of golf course superintendent and manager interest. Get involved by sponsoring the webinar and position yourself as a thought leader. Webinars are great lead generators too!



facebook.com/GolfdomMagazine



twitter.com/Golfdom

Enewsletters & Digital Edition



Golfdom Insider eNewsletter *Sent twice monthly*

Leaderboard

728 x 90 pixels / 40 kb max.

1 month (2x)	\$1,250
3 months (6x)	\$900 per month

Wide Skyscraper

160 x 600 pixels / 40 kb max

1 month (2x)	\$1,250
3 months (6x)	\$900 per month

Banner

468 x 60 / 40 kb max.

1 month (2x)	\$750
3 months (6x)	\$550 per month

Content Section Sponsorship

Submission Requirements: Advertiser can promote themselves in specific departments with a logo & clickthrough URL.

Sold in one month increments	\$500 per month
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All rates net.



Hot Products eNewsletter

Featured Product Spotlight

210 x 340 space with photo or logo and 50 words or less.

The Product Spotlight is sent out on the 3rd Monday of each month.

1 time	\$600 per time
3 time	\$180 per time
6 time	\$150 per time

All rates net.



Golfdom Digital Edition

Marketing Opportunities

(inquire w/rep for availability)

- Issue Sponsorships/Announcements/Introductions
- Special Section Sponsorships)
- Pop-ups with links and/or video
- Additional sponsored information
- Additional ads/expanded ads
- Bellybands with links to website or equipment demo
- Videos

Intro

Audience

Circulation

Editorial

Marketing Solutions

Digital

Print

Golfdom Print Advertising

Display

2013 Four-Color Display Rates in U.S. \$, Full Plan

Space Unit	1x	6x	18x	24x
Spread	\$9,640	\$8,650	\$7,560	\$6,940
Full Page	4,820	4,330	3,790	3,470
2/3 Page	3,760	3,380	2,960	2,710
1/2 Page Island	2,930	2,630	2,300	2,120
1/2 Page	2,280	2,060	1,800	1,650
1/3 Page	1,790	1,600	1,390	1,290
1/4 Page	1,390	1,260	1,090	1,010
1/6 Page	1,070	980	850	770

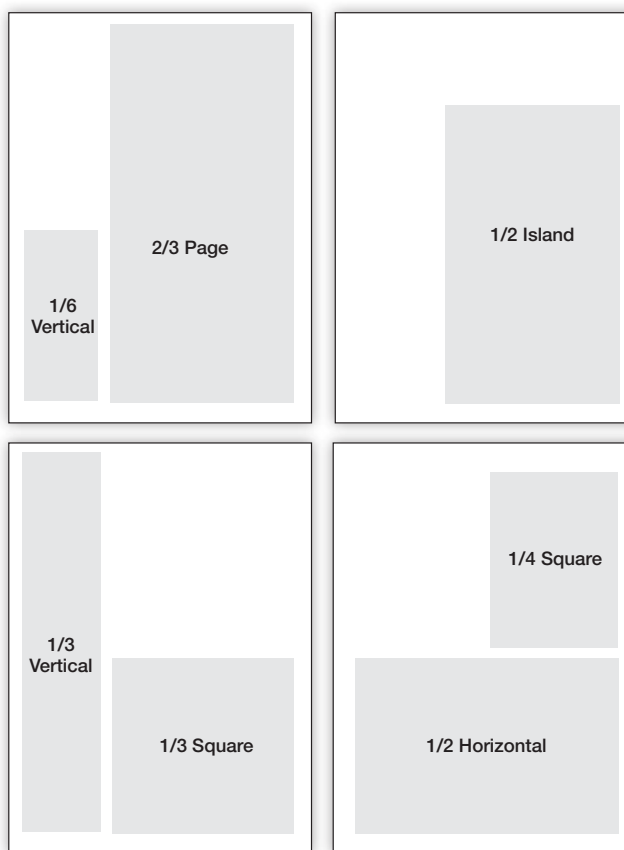
Book a yearly integrated program and save!

All rates gross.
Special position add 10% of space rate.

Print Display Ad Mechanical Requirements

Ad Size	Width	Height
Full Page Spread (Trim)	15-1/2"	10-1/2"
Full Page (Trim)	7-3/4"	10-1/2"
2/3 Page Vertical	4-3/8"	9-3/4"
1/2 Page Horizontal	6-3/4"	4-5/8"
1/2 Page Vertical	3-1/4"	9-3/4"
1/2 Page Island	4-3/8"	7-1/8"
1/3 Page Horizontal	6-3/4"	3-1/4"
1/3 Page Vertical	2-1/16"	9-3/4"
1/3 Page Square	4-3/8"	4-5/8"
1/4 Page Square	3-1/4"	4-5/8"
1/6 Page Vertical	2-1/8"	4-5/8"
1/6 Page Horizontal	4-3/8"	2-1/4"

Print Ad Material Submissions



Print Ad Material Submissions

All ad material must be submitted via the ad portal:

<https://northcoastmedia.sendmyad.com>.

View a brief tutorial video: [SendMyAd.Demo.com](#)

Acceptable file formats: PDFs should conform to the PDF/X-1a specification.

No Crop Marks or Color Bars—If you must have them on for a client, be sure they are at least 18 Points OFFSET—then upon upload into the portal, click on REPOSITION AD and use the Trim & Save Tool to remove them BEFORE approving the ad. (If file has been trimmed correctly you will only see from the BLUE BLEED RULE inward, the approved file should not have anything visible outside of the BLUE BLEED RULE.)

Total Ink Density cannot exceed 300%—for all page elements, text, photos, artwork, etc.

CMYK only—No RGB, LAB or PMS colors (unless you are actually printing a PMS color)

Image Resolution of at least 300 dpi—Low resolution images may not print as sharply as intended. If the images in your file were originally high resolution, and are being flagged low resolution in the ad portal, check your PDF settings to make sure the images are not being downsampled when converting to a PDF.

Build file to correct size—you can download an InDesign template from the Ad Portal.

Bleed—If your ad is to bleed, please be sure to include an EXTRA 0.125" of color or image on all sides of the ad that is to bleed. (Full page ads bleed on all 4 sides regardless of binding method).

All fonts must be embedded.

Error and Warning Messages—Once your file has finished processing you will see a list of errors and warnings on the right hand side. Place your cursor over these messages and it will highlight the area of the file in question. Click on messages that will explain how to fix the issues.

For help in using the Ad portal—please contact the Production Manager:

Debra Parker, dparker@northcoastmedia.net, 216-978-9622

Digital Ad Material Submissions

1. Send materials for newsletters and site placements separately.

2. Naming Conventions:

When submitting materials to Ad Manager, use the following naming conventions within the subject line:

- › Site placements: ADVERTISER NAME, SITE, LIVE DATE
- › Newsletter placements: ADVERTISER NAME, EMAIL NAME, LAUNCH DATE

3. Material Deadlines:

- › Site placements: Five (5) days prior to campaign start date
- › Newsletter placements: Five (5) days prior to campaign start date Note: Late materials may not be posted on time.

4. File Formats:

- › Site placements: GIF, JPG, PNG, FLASH and other rich media formats
- › Newsletter placements: GIF, JPG, PNG

5. Animation:

Videos are limited to one playback loop. Creative that is considered annoying or hampers the user experience (i.e. big bright, flashing colors) will not be accepted.

6. Rich Media (Site Placements Only):

Flash, DHTMLx, Java, third-party tags, streaming video, Enliven, image maps. Please call if the rich media you are using is not listed. Please request a Flash requirements spec sheet from your advertising representative ahead of time as there are some design considerations that need to be made in order for Flash ads to work.

THE CLICK URL MUST BE RECEIVED SEPARATELY FROM THE SWF FILE. PLEASE DO NOT EMBED THE CLICK URL IN THE CODE.

7. Third-Party Ad Tags Are Accepted.

The click URL must be received separately from any third-party tag, even if it's embedded in the code. Please contact your advertising representative for more details.

Send All Digital Ad Materials To:

All ad material must be submitted via the ad portal:

<https://northcoastmedia.sendmyad.com> and/or email

5 business days in advance of publication.

Standard Terms and Conditions for Advertising

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to North Coast Media. ("Publisher") by Advertiser or its advertising agency:

- Invoices are rendered at date of publication.
- Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to *Golfdom* magazine or any of *Golfdom*'s electronic products. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.
- Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1.5% per month or the maximum permitted by law.
- Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.
- All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.
- Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.
- Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.
- Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.
- All orders are accepted by Publisher subject to change in rate upon notice from Publisher.
- Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.
- An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.
- A 1/6 page ad is the minimum rate holder.
- Advertiser will be shorted if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
- Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.
- In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.
- Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.
- Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.
- Reader response services are not provided by *Golfdom* or any of its properties. Publisher disclaims all liability and responsibility for inaccuracies.
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Golfdom

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