

2011 ADVERTISING RATES

PREMIUM POSITIONING - ADDITIONAL 15%

COLOR RATES

AD SIZE	1X	2X	4X	7X+
Full Page	\$1,900	\$1,700	\$1,600	\$1,500
1/2 Page	\$1,200	\$1,000	\$900	\$800
1/3 Page	\$900	\$800	\$725	\$650
1/4 Page	\$650	\$600	\$575	\$550
1/6 Page	\$250	\$240	\$230	\$200
1/12 Page	\$150	\$140	\$130	\$100

BLACK & WHITE RATES

AD SIZE	1X	2X	4X	7X+
Full Page	\$1,200	\$1,100	\$1,000	\$900
1/2 Page	\$680	\$625	\$600	\$575
1/4 Page	\$400	\$370	\$350	\$330

MARKETPLACE ADS

\$2 per word per insertion (15-word minimum)

10% discount on 2-3 insertions

15% discount on 4-6 insertions

20% discount on 7+ insertions

PRODUCTION SPECIFICATIONS

PUBLICATION TRIM SIZE 8 3/8" X 10 7/8"

AD SIZE	WIDTH		DEPTH
Full Page	8 3/8"	x	10 7/8"
Half Page – Horizontal	7 1/4"	x	4 7/8"
Half Page – Vertical	3 1/2"	x	9 3/4"
Third Page – Vertical	2 1/4"	x	9 3/4"
Quarter Page – Square	3 1/2"	x	4 7/8"
Sixth Page – Vertical	2 1/4"	x	4 1/2"
Twelfth Page – Square	2 1/4"	x	2 1/4"

FULL PAGE



Trim: 8 3/8" x 10 7/8"

Live: 7 1/4" x 9 3/4"

Bleed: 8 5/8" x 11 1/8"

DIGITAL FORMATS Mac OSX Platform:

(Please include an exported EPS with all fonts/images embedded.)

- * Adobe Photoshop
- * Adobe Illustrator
- * Adobe InDesign
- * Adobe PDFX1a files

- Please place all components (images, documents, fonts) into one folder.
- Send only the files and artwork needed for output; include screen and printer font for each font used (no PC fonts please).
- Include an approved SWOP color proof.
- PMS and Metallics: Corresponding number, proof must be supplied.
- Turnstile Media Group cannot be held responsible for errors in reproduction if an approved color proof is not supplied.

MECHANICAL INFORMATION

- Printing: Heatset web offset press
- Binding: Saddle-stitch
- Colors Available: Process, standard red, standard green, PMS, metallics
- Color Sequence: PMS, black, cyan, magenta, yellow

SHIPPING

Ship space orders and materials to:
Advertising Traffic Coordinator
Turnstile Media Group • 1500 Park Center Drive • Orlando, FL 32835

QUESTIONS?

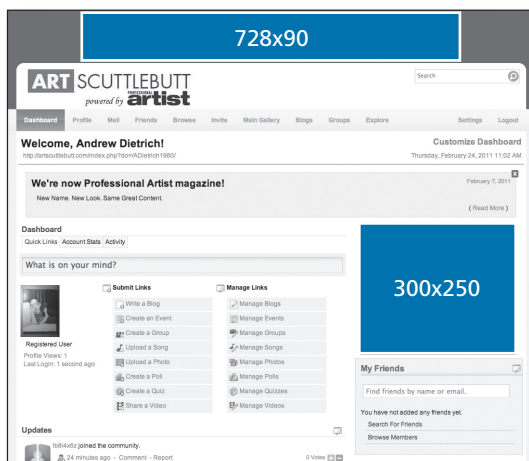
Contact Deborah Hesselbart at 407.563.7022 or DHesselbart@Golfweek.com.

2011 ONLINE ADVERTISING RATES

BANNER ADVERTISING RATES

All banner ads rotate through ProfessionalArtistMag.com and ArtScuttlebutt.com.

\$400 flat rate for all spots



CALLS TO ARTISTS BANNER ADVERTISING

PROFESSIONAL ARTIST Calls to Artists e-blasts go out weekly to **PROFESSIONAL ARTIST** readers, members of ArtScuttlebutt.com, opt-in subscribers and more!

728 x 90 banner - \$200 per e-blast

160 x 600 banner - \$300 per e-blast

E-NEWSLETTER BANNER ADVERTISING

PROFESSIONAL ARTIST e-newsletters go out bi-weekly to **PROFESSIONAL ARTIST** readers, members of ArtScuttlebutt.com, opt-in subscribers and more!

300 x 250 banner - \$300 per e-newsletter

DEDICATED E-BLASTS

Dedicated e-blasts are scheduled on a first-come, first-served basis and are sent to **PROFESSIONAL ARTIST** readers, members of ArtScuttlebutt.com, opt-in subscribers and more!

700 x 550 - \$600 per e-blast

Frequency discounts: 2-3 e-blasts – \$525 ea.; 4-5 e-blasts – \$450 ea.; 6 or more e-blasts – \$350 ea.