

17TH ANNUAL

DESTINATION

GOLFER

Reaching **200,000 Golfers** With One Swing!

2025 Media Kit
Covering The Best In Destination Golf

MID WEST

**Kansas
Michigan
Minnesota
Indiana
Alabama**

**Mississippi
Texas
Lake of the Ozarks
Branson
and Many, More!**



DESTINATION GOLFER

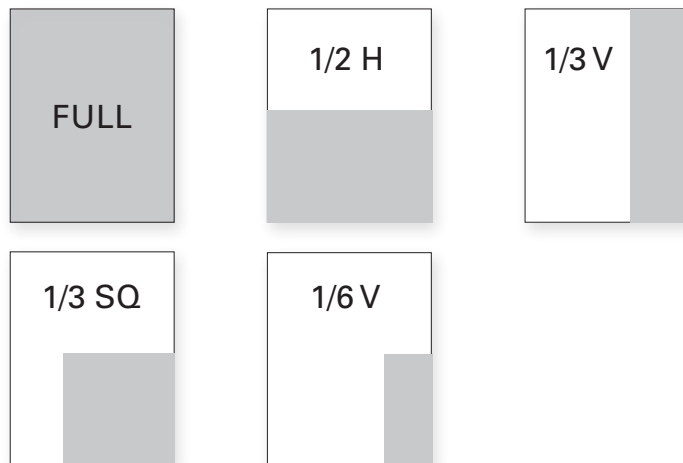


Digital Edition

REACH 200,000 GOLFERS IN: Bay Area, Los Angeles, Portland, Indianapolis, Seattle, Omaha, Kansas City, Dallas-Fort Worth, St. Louis, Hartford, Louisville & Other Markets
Distributed via a digital edition emailed to our golfer database.

ADVERTISING RATES • ALL ADS IN PROCESS COLOR

SIZE	REGULAR	PARTNER
Back Cover	\$2,100.00	\$1,800.00
Inside Front	\$2,000.00	\$1,700.00
Inside Back	\$2,000.00	\$1,700.00
Full	\$1,700.00	\$1,400.00
Half	\$1,000.00	\$800.00
Third	\$600.00	\$500.00
Sixth	\$350.00	\$300.00



Display Mechanical Information

Information in Inches	Width x Depth
(full) full-page bleed	8.825 x 11.25
• trim size	8.375 x 10.75
• non-bleed	7.375 x 9.686
(spread) spread bleed	17.25 x 11.2
• trim size	16.75 x 10.75
• non-bleed	16.35 x 10.35
(1/2 h) half-horizontal	7.375 x 4.792
(1/3 v) one-third vertical	2.3472 x 9.7507
(1/3 sq) one-third square	4.861 x 4.792
(1/6 v) one-sixth vertical	2.3472 x 4.792

2025 AD MATERIAL DEADLINES

Issue	Space	Materials	Street Date
May 2025	3/26	4/2	5/1

Extras

- The adjacent prices reflect digital ads only.
- Ad design time is to be billed at \$75 per hour for displays to be built.
- A 15 percent discount is offered to a recognized ad agency.
- No more than a 15 percent discount is offered to any advertiser.
- Specific pages may be secured at an additional 10% fee.

General Rate Policy

- Advertisers will be protected for duration of contracts that are in effect at the time rate changes are announced. A service charge of two percent per month will be charged on all 30-day past-due accounts. If contract terms are not met an adjustment will be made per rate frequency used. In the event collections are to be made, the Destination Golfer is not responsible for legal fees. Ad agencies are not liable — the advertiser is held accountable and liable.
- All advertisers must sign an insertion order at the time of sale, bonding them to the space reservation.
- Covers are non-cancelable.

Protective Clause

Destination Golfer reserves the right to cancel or reject any advertising at any time. Also, the phrase "paid advertisement" may be added to any copy, which in the Destination Golfer's opinion, simulates editorial matter and might be misleading. Destination Golfer will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the regulations set forth in this rate information.



DIGITAL ADVERTISING INFORMATION

We accept PDFs or original native files (ie. InDesign, Illustrator – must include all links & fonts).

Files are accepted via E-mail • or upload to the Varsity Communications FTP site.

(ftp information provided by request). A \$35 fee may apply for ads submitted after the publication digital deadline.

Please note the following specifications:

- **All fonts must be included** with your files, **OR** fonts must be converted to paths.
- All photos must be linked to your layouts.
- Include all support files that are linked to your layout.
- **Do not** include LOW RESOLUTION FPO FILES or images. Graphics may not be lower than 300 dpi.
- **Do not** include images from Web pages. They are always low resolution.
- Ads must be provided with the proper dimensions. (see ad sizes, inside)
- **Embed** all graphics or supply all native files with ad submission.

Ads that do not meet these requirements will be sent back to advertiser and a new, correct ad must be provided again.

Production Details

- Digital advertising materials are preferred. We accept Macintosh platform only and accept files in InDesign, Illustrator, and Photoshop or earlier. PDF files most have images embedded and fonts converted to outlines preferred. Please refer to the digital advertising materials page for more information.
- No ads will be available for other usage or removal from Varsity Communications.
- For complete digital specifications please contact Rob Becker at rob@varsitycommunications.com



ALL THE **BEST** DESTINATIONS

Complete and in-depth features

Palm Springs
Arizona
Las Vegas/Reno
Hawaii
Mexico
Mesquite Nevada
Washington
British Columbia



Featuring Exciting Editorial Opportunities

Best Courses to Play • Best Places to Stay
Golf Lifestyle & Golf Course Living • The Latest in Travel Packages

Editorial content subject To change



Central Oregon
Idaho/Montana
Michigan
Indiana
Kansas
Missouri
Mississippi
Alabama

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Varsity Communications, Inc.

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