

GULFCOAST

Golf & leisure

 A PUBLICATION OF THE HERALD-TRIBUNE MEDIA GROUP



**Advertising
Deadline
March 17, 2010**
**Publishing Sunday,
April 18, 2010**

Golf & leisure is better than par!

This publication includes feature stories on a variety of topics, a locator map of area courses, a restaurant guide, and easy to use shopping pages as well as the ever-popular golf course listings!

Golf & leisure will be posted on heraldtribune.com/magazines for a year and on the Golf page for three months.

The expanded content appeals to a larger and more affluent audience by including

shopping, dining, fitness, things to do, lodging, real estate, luxury vehicles and more. Every page is irresistible. The glossy, full-color advertising is an image-enhancer and the format makes it easy for readers to keep as a reference on the coffee table or in a golf bag!



Herald-Tribune
media group

get more out of your advertising

**Reach 234,000 readers throughout Sarasota, Manatee and Charlotte counties
PLUS additional distribution at area hotels and chambers of commerce**

Golf&leisure is the area's premier golf publication featuring:

- Easy to use golf course listings
- Handy reference size & format
- Attractive glossy, full-color design
- Golf course locator map
- Restaurant guide & Shopping pages

PUBLICATION DATE: Sunday, April 18, 2010

ADVERTISING DEADLINE: Wednesday, March 17, 2010

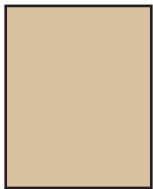
ADVERTISING RATES (INCLUDE FULL COLOR)

Full Page	\$2,305
Two Facing Pages	\$4,610
1/2 Page (Horizontal or Vertical)	\$1,208
1/4 Page	\$625
Golf Course Listing*	\$185

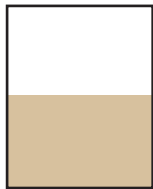
PREMIUM POSITIONS

Inside Back	\$2,546
Inside Front	\$2,546
Back Cover	\$2,546
Centerfold	\$5,066

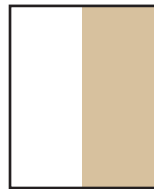
*Golf courses with a quarter page ad get a listing for an additional \$100; half page or larger golf course ads get a FREE listing!



Full Page
7.5" x 9.84"
Bleed 8.75" x 11.25"



1/2 Page Horiz.
7.5" x 4.84"



1/2 Page Vert.
3.65" x 9.84"



1/4 Page
3.65" x 4.84"

For more information or to reserve your advertising space, call your Herald-Tribune Media Group marketing consultant or call: **(941) 361-4000**



GOLF COURSE LISTING FORM

Full completion of listing form required
DEADLINE: Wednesday, March 17, 2010

Course Name: _____

Address: _____

City: _____

Phone: _____ Fax: _____

Hours: _____

Web site/URL: _____

Head Golf Professional: _____

Course Description: _____

Rates: _____

Course/Slope Ratings: _____

Yardage: _____

Category:

Public Course Semi-Private Course Private Course

Amenities:

	Yes	No
Driving Range	<input type="checkbox"/>	<input type="checkbox"/>
Putting Green	<input type="checkbox"/>	<input type="checkbox"/>
Clubhouse	<input type="checkbox"/>	<input type="checkbox"/>
Pro Shop	<input type="checkbox"/>	<input type="checkbox"/>
Twilight Rate	<input type="checkbox"/>	<input type="checkbox"/>
Lessons	<input type="checkbox"/>	<input type="checkbox"/>
Club Rental	<input type="checkbox"/>	<input type="checkbox"/>
Snack Bar	<input type="checkbox"/>	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	<input type="checkbox"/>
Lounge	<input type="checkbox"/>	<input type="checkbox"/>
Tee Time Required	<input type="checkbox"/>	<input type="checkbox"/>

Check enclosed

American Express

MasterCard

Visa

Discover

Credit Card # _____ Exp. _____

Signature: _____

For Office Use Only: Acct.#	Acct. Rep:
Cross Ref.	Mgr.
	LO

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THEME PAGE OPPORTUNITY: **The 19th Hole**

A cold beer, a great lunch, a power snack – this is what’s on golfers’ minds as they finish their 9th or 18th hole.

Be the restaurant they choose by advertising in the Herald-Tribune’s The 19th Hole theme page.

Advertising Deadline:

Wednesday, March 17, 2010

Publishing:

Sunday, April 18, 2010

1/8 page: \$250.00

(3.65" x 2.375", includes color)

1/4 page: \$475.00

(3.65" x 4.84", includes color)

PLUS

25% discount to any restaurant that signs a **diningplus** or a **Style Dining** contract!

For more information, or to reserve your advertising space, call your Herald-Tribune Media Group marketing consultant or **Steve Cox: 941-745-7817**.



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