

PURCHASE OF 2008 SENIOR PGA CHAMPIONSHIP ADVERTISING

STEP 1 CONTACT INFORMATION

Company

Contact

Phone

Email

JOURNAL SPECIFICATIONS: PAGE 1
PAIRING SHEET SPECIFICATIONS: PAGE 2

STEP 2 CHECK YOUR ADVERTISING PACKAGE:

- Journal Ad (Run of Book) & Pairing Sheet \$12,000
- Journal Ad: Back Cover \$10,000
- Journal Ad: Inside Front Cover Spread \$7,000
- Journal Ad: Inside Back Cover \$7,000
- Journal Ad: Full-page Run of Book \$5,000

STEP 3 MAKE CHECK PAYABLE AND MAIL TO:

PGA Tournament Corporation, Inc.
Attn: 2008 Senior PGA Advertising
100 Avenue of Champions
Palm Beach Gardens, FL 33418

TERMS & CLOSING DATES: PGA is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency or for changes made after closing dates. Advertisers may not cancel orders for advertising after closing date. PGA reserves the right to reject or cancel any advertising for any reason at any time.

- PGA reserves the right to reject the use of any designation at PGA's sole and absolute discretion.
- Advertisers may not use The Senior PGA Championship logo or any player or Oak Hill Country Club image with any advertising, promotion or communication.
- Advertising that states or implies that an organization is a sponsor of The Senior PGA Championship shall be rejected.
- Advertisers are not allowed use of any image or mention of player(s) or Major Championship sites.

BLEED

Add 15% to all units. Rates are per page.

PAGE SPECIFICATIONS

Full page trim size: 8-3/8" (w) x 10-7/8" (h)
2-page spread trim size: 17" (w) x 10-7/8" (h)

UNIT SIZE

LIVE

BLEED

Full page	7-7/8" (w) x 10-3/8" (h)	8-5/8" (w) x 11-1/8" (h)
2-page spread	16-1/2" (w) x 10-3/8" (h)	17-1/4" (w) x 11-1/8" (h)

Retain all live matter at least 5/16" from final trim. Bleed ads must be centered to allow for positioning on either right or left- hand page. Gutter allowance for spread is 1/8" at each face.

FONTS

Adobe Type 1 Postscript fonts are required; other fonts (Tru-Type) would require substitution and could result in copy rewrapping.

DIGITAL SPECIFICATIONS

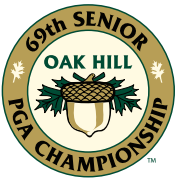
High-resolution, reproduction quality PDF/X1A file. Both PC and Macintosh format are accepted.

STEP 4 SEND PDF OF AD FOR APPROVAL BY 4/4/08 TO:

Colleen Edgar, PGA of America
cedgar@pgahq.com > a reply will
be sent with approval or requested
changes within 3 business days.

STEP 5 SUBMIT APPROVED AD BY 4/11/08 TO:

Advertising Traffic Coordinator
Turnstile Publishing Co.
1500 Park Center Dr.
Orlando, FL 32835



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PAIRING SHEET SPECIFICATIONS: PAGE 2

STEP 2 JOURNAL & PAIRING ADVERTISING PACKAGE:

Pairing Sheet package is available with
Journal Ad (Run of Book) Package\$12,000
(see Page 1)

STEP 3 MAKE CHECK PAYABLE AND MAIL TO:

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100 Avenue of Champions
Palm Beach Gardens, FL 33418

PAIRING AD PANEL	Trim	4" (w)	x	11" (h)
	Bleed	4 ¼" (w)	x	11 ¼" (h)
	Live Area	3 ½" (w)	x	10 ½" (h)

- ADVERTISING PRODUCT SPECIFICATIONS
- Digital format: MAC OSX Platform
 - High-resolution PDF files at 300 dpi and linework resolution of 2400 dpi
 - Ensure that all images are a minimum of 300 dpi at 100% of final placement size
 - Ensure that all colors are set to four-color process
 - Please provide CMYK files and images only
 - If files are larger than 2MB, please send all materials on a CD or DVD to PGA Headquarter

STEP 4 SEND PDF OF AD FOR APPROVAL BY 5/1/08 TO:

Colleen Edgar, PGA of America
cedgar@pgahq.com > a reply will
be sent with approval or requested
changes within 3 business days.

STEP 5 SUBMIT APPROVED AD BY 5/7/08 TO:

MAIL:
2008 Senior PGA Championship
Attn: Colleen Edgar
100 Avenue of the Champions
Palm Beach Gardens, FL 33418

E-MAIL:
Colleen Edgar: cedgar@pgahq.com