

2009 SENIOR PGA CHAMPIONSHIP

JOURNAL ADVERTISING



PGA™



May 19-24, 2009
Canterbury Golf Club | Cleveland, OH

LETTER OF COMMITMENT

Enclosed is our non-refundable payment to
PGA Tournament Corporation, Inc.

ADVERTISING PACKAGES

- _____ Pairing Sheet Ad and Run of Book Journal Ad, \$12,000*
Total paid in full with this Letter of Commitment
- _____ Back Cover Journal Ad, \$10,000*
Total paid in full with this Letter of Commitment
- _____ Inside Front Cover Spread Journal Ad, \$7,000*
Total paid in full with this Letter of Commitment
- _____ Inside Back Cover Journal Ad, \$7,000*
Total paid in full with this Letter of Commitment
- _____ Run of Book Journal Ad, \$5,000*
Total paid in full with this Letter of Commitment

*All ad packages include 10 weekly Grounds tickets which will be mailed to the address below. Package prices include all applicable taxes.

PURCHASER INFORMATION

Advertiser _____

Contact _____ Phone _____

Address _____

City _____ State _____ ZIP _____

Email _____

PAYMENT

Please indicate if you require the following:

___ Invoice for deposit ___ W9 documentation

Send a check made payable to:

PGA Tournament Corporation, Inc.
Attn: 2009 Senior PGA Championship Advertising
100 Avenue of the Champions
Palm Beach Gardens, FL 33418

Contact: Colleen Edgar, 561-624-8519
cedgar@pgahq.com

Web: SeniorPGA2009.com

How did you learn about the Pro-Am? (check all that apply)

- ___ Brochure/Mailer ___ PGA.com
- ___ Business Associate ___ The PGA of America
- ___ Host Club ___ We are a returning purchaser

___ Other _____

PRODUCTION SPECIFICATIONS

FULL-PAGE SPECIFICATIONS

- Bleed: 8-5/8" (w) x 11-1/8" (h) - center ad to bleed
- Trim: 8-3/8" (w) x 10-7/8" (h) - all live matter at least 5/16" from trim
- Live: 7-3/4" (w) x 9-3/4" (h)

FULL-PAGE SPREAD SPECIFICATIONS

- Bleed: 17-1/4" (w) x 11-1/8" (h) - center ad to bleed
- Trim: 17" (w) x 10-7/8" (h) - all live matter at least 5/16" from trim
- Live: 16-1/2" (w) x 9-3/4" (h)
- 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

Ensure that all colors are set to four-color process.
Please provide CMYK files and images only.
High-resolution, reproduction quality PDF/X1A file.
Both PC and Macintosh formats are accepted.

ADVERTISER RESTRICTIONS

PGA reserves the right to reject or cancel advertising for any reason at any time as well as the use of any designation at PGA's sole and absolute discretion.

Advertisers may not:

1. Use any image, logo or mention of the Senior PGA Championship.
2. Use of any image or mention of player.
3. Use any image, logo or mention of Canterbury Golf Club or other Major Championship site.
4. State or imply that they are a sponsor of The Senior PGA Championship.

PUBLISHER DISCLAIMER

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 after closing date.

DEADLINES

BY APRIL 1, 2009 - EMAIL PROPOSED AD FOR APPROVAL

Colleen Edgar, cedgar@pgahq.com
A reply with either request for changes or ad approval will be sent within 3 business days.

BY APRIL 8, 2009 - UPLOAD FINAL AD

- url address: ftp.golfweek.com
- login: seniorpga2009.com
- password: seniorpga2009.com
- upload file (no spaces): YOURCOMPANYNAME.pdf