



**THE GREATEST SHOW ON GRASS**  
**January 30 - February 05, 2012**

# PROGRAM ADS

Full-Page, Four Color Ad **\$ 3,500**

Double-Page Spread, Four Color Ad **\$ 6,500**



**One of the best ad buys today. Waste Management Phoenix Open programs reach an upscale audience and are fantastic keepsakes**

More than 200 pages of colorful articles and advertisements, the souvenir program brings Waste Management Phoenix Open folklore and excitement to life. With a circulation of 20,000 and the fact that the program is kept as a souvenir, advertisers have a good opportunity to reach a diverse demographic audience during the Waste Management Phoenix Open week and throughout the year.

## PROGRAM ADS

- Each advertiser receives 10 General Admission tickets per day for all seven days (for admission to tournament only, a \$1,750 value)
- Waste Management Phoenix Open souvenir program





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## Waste Management Phoenix Open Program Ad Specs.

**ALL ADS DUE NO LATER THAN 12/9/2011**

Trim size of magazine is 8.375 x 10.875. All live matter should be at least 0.5 inches from trim. Ideally, on a full-page ad, the live artwork should stay within 7.375 x 9.875.

Two page spreads must be provided in single page format (two full pages.)

When adding a bleed to a full-page ad, extend the borders that bleed (not the document size to 0.125 inches beyond the trim size).

All ads are four-color and must be supplied as a hi-resolution PDF file.

### FULL PAGE AD

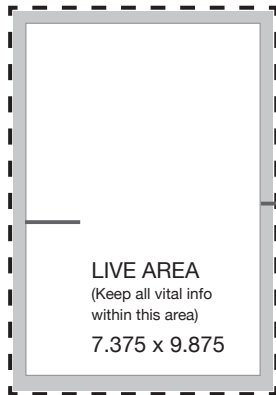
Trim 8.375 x 10.875  
 Live 7.375 x 9.875  
 Bleed 8.625 x 11.125

### TWO PAGE SPREAD

Trim 8.375(x2) x 10.875  
 Live 15.75 (total) x 9.875  
 Bleed 17.25 (total) x 11.125

**BLEED SIZE**  
 (pull edges of bleed out .125" beyond your document size)

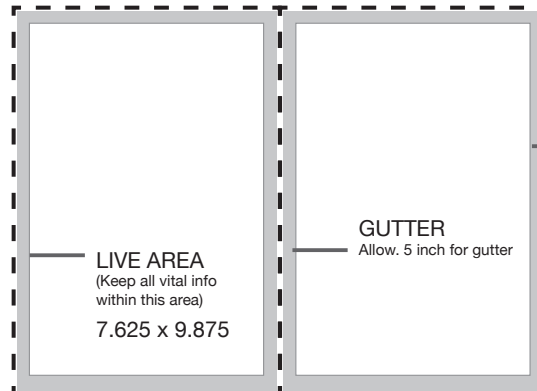
17 x 11.125



**BLEED SIZE**  
 (pull edges of bleed out .125" beyond your document size)  
 8.625 x 11.125

**TRIM SIZE**  
 (Build your document at this size)  
 8.375 x 10.875

**LIVE AREA**  
 (Keep all vital info within this area)  
 7.375 x 9.875



**TRIM SIZE**  
 (Build your document at this size)  
 16.75 x 10.875

**GUTTER**  
 Allow. 5 inch for gutter

**LIVE AREA**  
 (Keep all vital info within this area)  
 7.625 x 9.875

**ALL FILES NEED TO BE SUPPLIED DIGITALLY AS HI-RESOLUTION PDF FILES WITH 1/8" BLEED AND CROP MARKS.**

Ads created in illustrator and saved as pdf will not automatically include the bleeds or crop marks. It is the ad creators responsibility to ensure the ad has bleeds and crop marks.

Go to [www.box.net](http://www.box.net)

In the upper right-hand corner under log in. **Name:** [wmphoenixopen@commlinks.com](mailto:wmphoenixopen@commlinks.com) **Password:** wmpo2010

The uploaded pdf file should be named for the client appearing the ad.

Once files have been uploaded please email upload confirmation to [CKaplan@commlinks.com](mailto:CKaplan@commlinks.com). Email must contain file name, contract client and/or advertisement client, a creative contact and phone number. Please reference "WM Phoenix Open"

Waste Management Phoenix Open Program Creative Department  
 Chris Kaplan or Andrea Minogov at 480.348.7540

