

ONE OF THE
BEST
AD BUYS
TODAY

PROMOTIONAL
OPPORTUNITY

FEBRUARY 5-11
2024



PRESENTED BY
taylor morrison.

SOUVENIR PROGRAM ADS

The colorful articles and advertisements in the WM Phoenix Open souvenir program bring the folklore and excitement of this unique tournament to life. In addition to 10,000 print copies distributed at each corporate suite and hospitality venue, the souvenir program is also available year-round on our website which gets nearly 2 million annual visitors. It is also available to our 150,000 social media followers and the tournament's 50,000 patrons connected to the tournament via email.

\$4,500

Full Page, Full Color Ad

\$8,000

Double-page spread, Full Color Ad



ART DEADLINE: DECEMBER 15, 2023
Artwork and submission details on following page

Online Edition



WM PHOENIX OPEN PROGRAM AD SPECS

ALL ADS DUE NO LATER THAN
DECEMBER 15, 2023

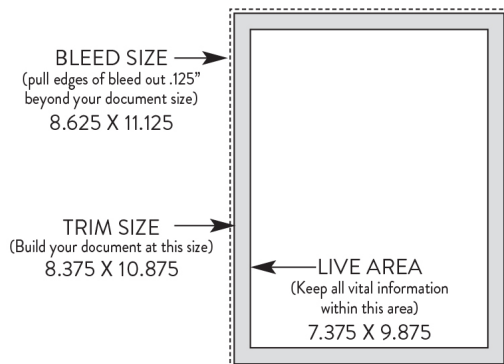
Trim size of magazine is 8.375 x 10.875. All live matter should be at least 0.5" from trim.
Ideally, on a full-page ad, the live artwork should stay within 7.375 x 9.875.

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

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

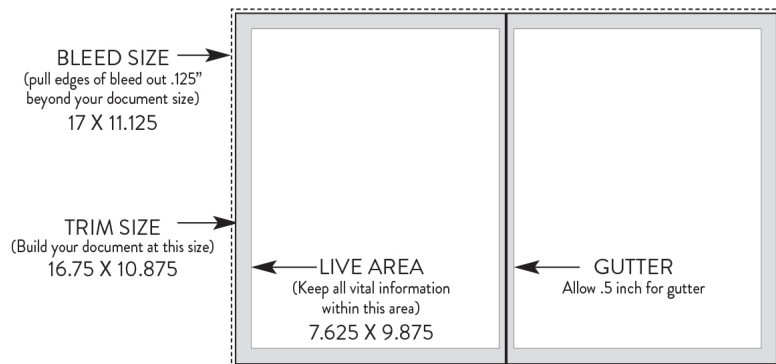
Full Page Ad

| | |
|-------|----------------|
| 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 |



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.

ADS UP TO 15 MB in size may be submitted via email to jlocke@commlinks.com.

ADS OVER 15 MB: Go to box.com: log-in
NAME: wmphoenixopen@commlinks.com
PASSWORD: WMPO2022
FOLDER: 2022 PROGRAM ADS

All ads should be named for the client purchasing the Ad

Once files have been uploaded please email upload confirmation to jlocke@commlinks.com. Email must contain file name, contract client, a creative contact and phone number. Please reference "WM Phoenix Open."

WM Phoenix Open Program Creative Department 480.348.7540.