

TEE-BALL GOLF PRESENTS

2008

Media Kit

The Little Black Book of Golf

contact



Sales Office
The Little Black Book of Golf
7 Village Lane
Yarmouth Port, MA 02675
TEL. (508) 362-9588
FAX (508) 362-1248
email: tom@teeballgolf.com

Production Office
The Little Black Book of Golf
90 Linden Street
Williamstown, MA 01267
TEL. (413) 884-4165
FAX (413) 458-8029
email: tee@teeballgolf.com

2008

Cover Letter

The Little Black Book of Golf

Dear Advertiser:

As we start our sixteenth year, we are extremely proud of the services we bring to the golfing world and how we showcase this area as a great golf destination. At the beginning of October we held the 6th annual Hickory Heritage Media Golf Classic. Articles, radio shows, and TV productions about this event, places to stay, golf courses to play, and where to dine on the Cape and the Islands will be published/produced in California, Arizona, New York, Tennessee, Pennsylvania, Florida, New Jersey, South Carolina and Massachusetts. Again, the generosity of the Cape Cod Business Community, in concert with the national golf manufacturers, helped make this three-day event outstanding.

Our magazine, The Little Black Book of Golf, established in 1992 and now at Vol. 36, is now digitized on our websites. The magazine continues to be the guide that travels with the golfer, having a shelf life of over three years. Now with digitization we are able to circulate the magazine worldwide.

We continue to develop, learn, and travel to other golf destinations for ideas. Being members of The Golf Writers Association of America, the Golf Travel Writers' Association, and the International Network of Golf have enhanced our work to give our readers the best and newest information.

Our passion continues to make this area the golf destination of New England. We now have an office in the Berkshires, are advertising on various radio shows throughout New England, and we have initiated a golf plate for Massachusetts. All this is aiding in drawing more traffic to www.golfcapecod.com and our other popular websites. We continue to be number one on many favorite search engines as well.

Thank you, advertisers, for your hard earned advertising dollars have not only enhanced our magazine, but also has allowed us to be far-reaching and long-lasting for our readers and surfers. We appreciate the confidence you have in Tee Ball Golf Enterprises.

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overview

The Little Black Book of Golf

“The Longest Running Digest Size Golf Magazine in New England”

The Little Black Book of Golf is published three times a year and delivered to over one hundred thousand golfers, including general managers at golf facilities throughout New England. Plus the magazine is digitized on four popular golf websites.

The magazine is a unique blend of golf photography, golf course reviews, golf travel, golf equipment and apparel, celebrity interviews, real estate showcases, tried and true articles, and golf tips from nationally known writers. It conveniently fits in golfers' pockets, handbags, glove compartments, golf bag, etc. It also, on average, has a four year shelf life.

Advertising in The Little Black Book of Golf is a great way to reach your audience of serious golfers that are internet savvy, interested in all aspects of golf, include golf in their plans, and have generous disposable incomes.

Scheduling a full-page ad in The Little Black Book of Golf promptly gives your business website a link to our home page. By going to our websites, www.golfcapecod.com, www.golftheberkshires.com, www.golfnewengland.com, and www.golfinmassachusetts.com you can view the magazine from front cover to back cover.

cutting edge technology

In 2008 all printed Little Black Books of Golf will be online, electronically. Tee-Ball Golf has partner with Mailpound™ to expand the reach and effectiveness of the Little Black Book of Golf. All advertisers will have the opportunity to have their ads displayed online to millions of golfers world-wide. Also all ads with web addresses will have a direct link to the advertisers' websites.

Check out our websites above to see the Little Black Book of Golf online and experience this digital publishing technology first hand.

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editorial calendar & programs

The Little Black Book of Golf

calendar

To get more information about this editorial calendar or to provide input or editorial for a particular edition of the LBBog, contact our office. Features and reviews are assigned five weeks prior to the publication date. Special reports are assigned eight weeks before publication date.

edition	sale date	features & focus	special editorial
Spring	April 1	Equipment Reviews PGA Show Season Reveiws	Golf Travels Tried & Trues
Summer	July 1	Golf Course Reviews Place to Play & Stay	Course Insight (Reveiw)s Tried & Trues
Holiday	Oct1	Holiday Issue Travel Destinations	Tried & Trues Golden Sprinkler

programs

Golden Sprinkler Award: given to the unsung heroes in the world of golf. Their names are not found on club heads, golf bags, the sides of soft-spiked shoes, or the fronts of cereal boxes. They are the ones who provide the lush green fairways, the carpet smooth greens, the neatly landscaped layouts, the smiles in the pro shop, and the greet of the day at the starters shed. The Golden Sprinkler Award is one that takes into consideration all aspects of golf course maintenance, service, speed of play, courtesy and overall presentation. The award is chosen by the readers of the Little Balck Book of Golf and our internet customers by submission of the GSA ballots found in the book and online.

Tried & True "Seal of Approval" Award: is an endorsement by Tee-Ball Golf that the golf destination, product, service, or golf related item is all that it claims to be. It's like the "Good Housekeeping" seal of approval award. A Tee-Ball Golf's staff member either played with the product , experienced a golf destination, or used the services offered, etc...

After Tee-Ball Golf reviews (test) the service, product, or destination and gets the seal of approval we include it in the Little Black Book of Golf stamped with the logo below. Most products get a full editorial review. To be considered for this award please contact our office below.

contact



Editorial Office - Colleen Martin Managing Editor
The Little Black Book of Golf
90 Linden Street
Williamstown, MA 01267
TEL. (413) 458-8112
FAX (413) 458-8029
email: colleen@teeballgolf.com



2008

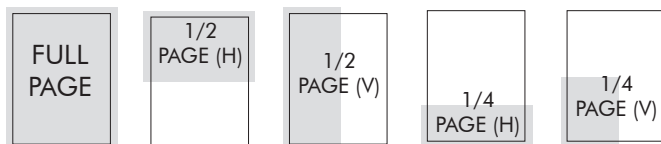
ad specifications

The Little Black Book of Golf

magazine specs

TRIM SIZE: 5.25" x 7.5"
 BINDING PROCESS: Saddle Stitched
 PRINTING PROCESS:
 133 line screen (150 line screen/cover ads)
 4 color • 2400dpi

ad layouts



ad size	width	height
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FULL PAGE	(See Below)	
1/2 PAGE (H)	4.5"	3.312"
1/2 PAGE (V)	2.125"	6.75"
1/4 PAGE (H)	4.5"	1.625"
1/4 PAGE (V)	2.125"	3.312"
SPECIAL SECTIONS	4.5"	1.625"

FULL PAGE SIZES: NO BLEED: 4.5" X 6.75"
 WITH BLEED: 5.5" X 7.75" / TRIM SIZE: 5.25 X 7.5
 "LIVE" AREA: 4.75" X 7"

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Customer Service
 The Little Black Book of Golf
 A Product Of Tee-Ball Golf
 7 Village Lane
 Yarmouth Port, MA 02675

TEL. (508) 362-9588
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 email: tom@teeballgolf.com
 www.teeballgolf.com

material specifications

The advertiser is responsible for providing files that meet the following specifications. If you need assistance or have any questions regarding this information, please call our production team at (413)458-8029 between the hours of 8am - 4pm Mon-Fri. If the following specs are not met, we will contact the advertiser to obtain new files or fonts depending on the deadline schedules. If the advertiser does not respond for the revised files, we cannot guarantee the final output quality of the ad.

IF SUPPLYING SEPARATE AD MATERIALS SUCH AS IMAGE

- We offer advertisement design services at \$100 per ad. Advertisers must provide photo(s) as specified below and any slogans or logos.

- All images must be high resolution (300 dpi, CMYK format). We cannot accept web images. If low resolution artwork is supplied, Tee-Ball Golf will not be responsible for output quality of final advertisement. Photos from digital camera: please be sure the photo is as large as possible. We will not be able to use photos from digital cameras that are too small. If you are unsure about the size, please send file(s) to us and we will test your digital photos to see if they will work.

- TIFF, JPEG, or EPS formats are acceptable file formats for images. Please email images separately or mail on disc to address below.

- Please do not send your image inside a Microsoft Word document. Microsoft Word files will be accepted for use of text copy only. Please send images in high resolution format separately.

PDF FILES (VIA DISC OR EMAIL) - MUST MEET THE FOLLOWING SPECIFICATIONS:

- Images within pdf MUST be 300 dpi. Please do not use web images.
- Images must be CMYK (no RGB web images).
- Remove color profile from images
- Fonts must be embedded within the pdf
- PDF files must be created and distilled at 2400dpi

If supplying full page ad with a bleed, please allow at least 1/4" (1/2" preferable) margin on outside of ad. Tee-Ball Golf will not be responsible for ads containing text within this area. Please refer to ad sizes chart to the left.

Note: All ads, if possible, should include a internet web address for the digital version of the LBBog online.

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The Little Black Book of Golf

Print/Digital Advertising Rates

4 color

Ad Size	1x	2x	3x
Full Page	\$3,234	\$2,888	\$2,541
1/2 Page	\$1,790	\$1,559	\$1,328
1/4 Page	\$1,016	\$900	\$785

preferred lies

Inside Front Cover	\$3,880	\$3,534	\$3,187
Opposite Inside Front Cover	\$4,065	\$3,742	\$3,465
Opposite Table of Contents	\$3,753	\$3,418	\$3,003
Back Cover	\$5,775	\$5,428	\$5,082
Inside Back Cover	\$5,197	\$4,851	\$4,004
Opposite Inside Back Cover	\$4,504	\$4,158	\$3,811

special programs

On Course	\$525	\$525	\$525
Suite Spot	\$525	\$525	\$525
19 th Hole	\$525	\$525	\$525
Tile Banner Ad	\$368	\$368	\$368
Classified Ad <PER LINE>	\$10	\$10	\$10

5 LINE MIN.

closing dates & sale dates

Issue	Closing Date	Sale Date
08 Spring	February 15	April 1
08 Summer	May 15	July 1
08 Holiday	August 15	Oct 1

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On-Course

The Little Black Book of

Golf

Please keep it brief and to the point

Name of Golf Course: _____

Web Address: _____

Street Address: _____

Town & State: _____

Phone: _____

Type of Course: _____

Club Pro or Director: _____

Official Title: _____

ex: PGA or LPGA

Tees	Holes	Yards	Par	USGA Slope
------	-------	-------	-----	------------

BACK	_____	_____	_____	_____
------	-------	-------	-------	-------

MIDDLE	_____	_____	_____	_____
--------	-------	-------	-------	-------

FRONT	_____	_____	_____	_____
-------	-------	-------	-------	-------

Amenities:
(8-10) _____

Directions: from main road keep it brief

Do not forget to send high resolution images of Logo & Property
Please return by fax at 413-458-8029, e-mail at tee@teeballgolf.com, or send by mail to:
Tee Martin • 90 Linden Street Williamstown, MA 01267

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19th Hole

The Little Black Book of

Golf

Please keep it brief and to the point

Name of Restaurant:

Web Address:

Street Address:

Town & State:

Phone:

Type of Restaurant

Specialties:
(10 to 15)

Directions: from main road keep it brief

Do not forget to send high resolution images of Logo & Property
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Suite Spot

The Little Black Book of

Golf

Please keep it brief and to the point

Name of Accommodation: _____

Web Address: _____

Street Address: _____

Town & State: _____

Phone: _____

Amenities:
(10 to 15) _____

Directions: from main road keep it brief

Do not forget to send high resolution images of Logo & Property
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