



Commemorative Destination Guide (CDG) Rates

Local Tournament CDG

The following rates apply for advertising in Guides produced for a single tournament in a local market:

<p>A. Small Tournament (up to 40 teams) Full-page ad - \$600 Half page ad - \$300 Quarter-page ad - \$200 Full Color Fee - \$50 additional Inside Front Cover - \$75 additional Inside Back Cover - \$50 additional Back Cover - \$150 additional Map Branding - \$250 (alone) or \$100 with ad placement Content ad or page - \$500 and up</p> <p>B. Medium Tournament (41 to 80 teams) Full-page ad - \$1,000 Half page ad - \$500 Quarter-page ad - \$350 Full Color Fee - \$75 additional Inside Front Cover - \$125 additional Inside Back Cover - \$100</p>	<p>additional Back Cover - \$250 additional Map Branding - \$500 (alone) or \$250 with ad placement Content ad or page - \$750 and up</p> <p>C. Large Tournament (81+ teams) Full-page ad - \$1,500 Half page ad - \$750 Quarter-page ad - 500 Full Color Fee - \$100 additional Inside Front Cover - \$175 additional Inside Back Cover - \$150 additional Back Cover - \$300 additional Map Branding - \$750 (alone) or \$250 with ad placement Content ad or page - \$1,000 and up</p>
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For additional information, or to speak personally with an ASA representative,
please contact sponsorasa@bookasa.com directly.



Regional Tournament CDG

The following rates apply for Guides that are produced for multiple tournaments within a defined regional area:

<p>A. Small Region (up to 20 tournaments annually)</p> <p>Full-page ad - \$2,500 Half-page ad - \$1,500 Quarter-page ad - \$800 Full Color Fee - \$300 additional Inside Front Cover - \$200 additional Inside Back Cover - \$200 additional Back Cover - \$500 additional Map Branding - \$1,000 (alone) or \$500 with ad placement Content ad or page - \$1,000 and up</p> <p>B. Large Region (20+ tournaments annually)</p> <p>Full-page ad - \$5,000 Half-page ad - \$2,500 Quarter-page ad - \$1,500 Full Color Fee - \$500 additional</p>	<p>Inside Front Cover - \$500 additional Inside Back Cover - \$500 additional Back Cover - \$1,000 additional Map Branding - \$2,500 (alone) or \$1,000 with ad placement Content ad or page - \$2,500 and up</p> <p>C. Elite Region (40+ tournaments annually)</p> <p>Full-page ad - \$6,000 Half-page ad - \$3,000 Quarter-page ad - \$2,000 Full Color Fee - \$500 additional Inside Front Cover - \$600 additional Inside Back Cover - \$600 additional Back Cover - \$1,500 additional Map Branding - \$2,500 (alone) or \$1,000 with ad placement Content ad or page - \$3,000 and up</p>
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CDGPRINT ADVERTISING SPECIFICATIONS

Supported Formats

- tiff = Tagged Image File Format
- eps = Encapsulated PostScript
- psd = Photoshop Document
- jpeg = Joint Photographic Experts Group

Image Sizes

Minimum resolution = 300 dpi*

* Up-sampling to required resolution not recommended as it will distort the image quality.

Quarter Page

3.75 inches x 5 inches

Half Page

7.5 inches x 5 inches

Full Page

7.5 inches x 10 inches

Fonts

If submitting the image in a layered format, please include any fonts used in the design. Otherwise, please flatten the image before submission.



Print Ad Layout Services

ASA can provide print layout services should you not be able to provide finished art for your ad. Such services will be billed at \$25 per hour. Please contact ASA for details.



WEBSITE ADVERTISING SPECIFICATIONS

Supported Formats

- Tiff = Tagged Image File Format
- Eps = Encapsulated PostScript
- Psd = Photoshop Document
- Jpeg = Joint Photographic Experts Group
- Gif = Graphics Interchange Format

Image Sizes

- Standard resolution = 72 dpi
- Top Horizontal Banner – 702px X 87px
- Left Vertical Banner - 127px X 605px
- Bottom Horizontal Banner - 500px X 8 px

Available Elements

The following is a sample of the advertising elements available on the ASA website. For specific information, please contact ASA directly.

- Banners
- Fixed Banners (non-rotating)
- Skyscrapers
- Ad Content Boxes
- Test Pop-Up Boxes
- Content Item or Page Sponsorship

