

The following guidelines apply to all BMW Championship Souvenir Program advertisements:

- Program ads should not include the BMW Championship name, tournament logo, wordmark or any BMW Championship imagery.
- Program ads are not to imply endorsement by or sponsorship of the BMW Championship.
- Program ads should not contain the following language, “proud to support” “proud to be associated with” “support” “sponsor” “donor” or “official” when referring to the BMW Championship or in any language implying a connection with the BMW Championship.
- Program ads should not include coupon cut-outs or offer discount deals, the program has a very premium feel, and the advertisements should align with that feel.
- Program ads are subject to final approval by BMW North America and the Western Golf Association.

AD SIZES

Full Page

8.375" x 10.875" (Trim)

8.625" x 11.125" (Bleed 1/8" on all sides)

7.375" x 9.875" (Live area 1/2" from trim)

Two-Page Spread

16.75" x 10.875" (Trim)

17" x 11.125" (Bleed 1/8" all sides)

15.75" x 9.875" (Live area 1/2" from trim)

Half Page

7.375" x 4.750 (horizontal)

SUBMISSION PROCEDURES

- Please furnish advertisements in via e-mail, Hightail or Dropbox. Email is preferred.
- Submit a print-ready PDF file with PDF/X-1A standards and set to print in 4-color (cmyk), no spot colors are allowed.
- Please be sure to include the bleed in the PDF and make sure all fonts and images are embedded into the file.
- No crop marks should appear within the bleed. We recommend that the PDF be completed as a PRESS READY PDF. If you are emailing a PDF, please make sure the file is received by requesting a reply.

Email print-ready advertisements to:

Mike Mazur at: mmazur@usatoday.com

AND

Collier Wiebe at: wiebe@wgaesf.org

State that the advertisement is for the
2018 BMW Championship.

Before sending, please make sure the
advertisement is in compliance with all
guidelines and that all artwork is generated from
print-ready, high-resolution files.

Deadline: June 25, 2018

For more information contact:

Collier Wiebe
Western Golf Association
1110 Jorie Blvd.
Oak Brook, IL 60523
wiebe@wgaesf.org
224-260-3789