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:

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

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

additional

Back Cover - $250 additional

Map Branding - $500 (alone) or $250 with ad placement

Content ad or page - $750 and up

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

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:

A. Small Region (up to 20 tournaments annually)

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

B. Large Region (20+ tournaments annually)

Full-page ad - $5,000
Half-page ad - $2,500
Quarter-page ad - $1,500
Full Color Fee - $500 additional
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

C. Elite Region (40+ tournaments annually)

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

For additional information, or to speak personally with an ASA representative, please contact sponsorasa@bookasa.com directly.

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