



The INQUIRER GOLF is now a glossy magazine. And yes, it's still FREE.

After carving a niche as the country's most widely-read golf magazine the last eight years, the monthly golf supplement of the Philippine Daily Inquirer is turning a new leaf with a completely new look in 2005 and beyond.

INQUIRER GOLF bids goodbye to its old tabloid, newsprint format and welcomes a new age with stylish, all-color and fully glossy issues all year-

round.

Every ad placement in INQUIRER GOLF as Philippine Daily Inquirer subscribers in the whole of Metro Manila get their free copies inserted in the newspaper each month. It also reaches a large segment of golf enthusiasts all over the Philippines with an average monthly circulation of 50,000 copies not to mention its tremendous pass-on readership potential.

INQUIRER GOLF is generously distributed to members and guests of 30 exclusive and public courses in Luzon....

Aguinaldo Golf Club, Alabang Country Club, Calatagan Golf Club, Camp John Hay Golf Club (Baguio), Capitol Hills Golf and Country Club, Canlubang Golf and Country Club, Eagle Ridge Golf and Country Club, Eastridge Golf Club, Forest Hills Golf Club, Intramuros Golf Club, Luisita Golf and Country Club (Tarlac, Tarlac), Manila Southwoods Golf and Country Club, Manila Golf Club, Mt. Malarayat Golf and Country Club (Lipa, Batangas), Orchard Golf and Country Club, Philippine Navy Golf Club, Riviera Golf and Country Club, Royal Northwoods Golf Club (San Ildefonso, Bulacan), Royale Tagaytay Country Club, Riviera Golf and Country Club, Splendido Golf Club, Sta. Elena Golf Club, Sherwood Hills Golf Club, Subic Bay Golf Club (Olongapo), Tagaytay Highlands Golf Club, Tagaytay Midlands Golf Club, The Country Club, Valley Golf and Country Club, Villamor Golf Club, Wack Wack Golf and Country Club

As well as three exclusive courses in the Visayas....Alta Vista Golf and Country Club (Pardo, Cebu), Cebu Country Club (Cebu City), Negros Occidental Golf and Country Club (Bacolod City), Iloilo Golf and Country Club (Sta Barbara, Iloilo).... And two in Mindanao...Pueblo de Oro Golf and Country Club (Cagayan de Oro), Rancho Palos Verdes Golf Club, Davao

INQUIRER GOLF is also being carried by the following golf stores/pro shops...

Callaway outlets in Edsa Shangri-La Mall, Panay Ave.; Cornerstore in Ayala, Makati; Custom Clubmaker; Golf Depot in Park Square, Makati and Alabang Town Center; Bravo Store in Park Square; Mizuno outlets in Alabang, Kitanlad, SM MegaMall and Libis, Quezon City; Pacsports/Nike outlets in Salcedo Village, Makati, Wack Wack and Greenhills; Panwest in Magallanes, Makati; Wilson Show Room in Shaw Blvd., Mandaluyong

And Metro Manila's driving ranges.... The Makati Golf Club, City Golf in Ortigas, Pasig and Southpoint in Alabang.

What more, INQUIRER GOLF is included in the giveaway packs of the country's biggest golf tournaments such as the Philippine Airlines Interclub, the Philippine Ladies Open, the Philippine Open golf championship, the member-guest invitationals of various clubs, junior golf and so many other prestigious events.

In short, INQUIRER GOLF is present not just on every fairway, every green but in every imaginable place golfers with such buying power frequent.

Ad Rates

Consider a long term relationship with the **INQUIRER GOLF** and avail of these exciting advertising packages:

Package A: Ten (10) full-page ads plus two free at P60,000 per placement inclusive of taxes compared to our regular rate of P80,000 per page for BIG savings of P360,000

Package B: Four (4) full-page ads plus one free at P70,000 per placement inclusive of taxes compared to our regular rate of P80,000 per page for BIG savings of P160,000

Package C: Three (3) full-page ads at P80,000 per placement inclusive of taxes and

Policies and Requirements

Material Deadlines

- Deadline for reservation: One (1) week before publication
- Deadline for material submission: Four (4) days before publication

Mechanical Requirements

Color Ads: Positive or Negative with color guide or proof

Black and White Ads: Positive or Negative

* Free Ad Layout Service Available

Screen Requirements

Approximately 85 to 100 lines per square inch.

Terms and Conditions

The Philippine Daily Inquirer reserves the right:

To accept/reject advertisements in accordance with the publisher's policies.

To not be bound by any condition appearing on any advertiser's or advertising agency's contracts, orders, or copy instructions which conflict with publication policies.

To have all ads clearly identified by the trademark or signature of the advertiser. Materials which in the judgment of the Philippine Daily Inquirer look like or resemble editorial page or ads in cartoon technique may be marked "Advertisement" or "Advt"

To reject ads promoting sauna and massage parlors, bold shows and similar entertainment and those exploiting sex

To not be responsible for poor production caused by materials with wrong specification

Only written complaints filed within 30 days after the publication shall be entertained

Final layout and copy are subject to editorial approval

Materials that are not in the possession of the Philippine Daily Inquirer at our deadline will be replaced by a similarly sized "Inquirer" house ad. The space reserved will be billed to the advertisers and/or the advertising agency responsible for the delayed material.

Advertising production material not claimed within twelve (12) months of last publication will be disposed by the Inquirer.