LEADING THE CHARGE

Knowledge is power, and in the golf industry, there's no better source for business intelligence than *Golf Business.*

Each month, course owners and operators trust *Golf Business* for the insights and information they need to run better facilities. In fact, *Golf Business* is the one publication that this group finds most useful to their jobs.

GB MEDIA KIT 2018

What are *Golf Business* readers purchasing at the course today?

Golf Carts, Fleets, Batteries, Accessories	93%
Human Resources, Staffing	95%
Club Design, Renovation, Construction	91%
Technology	94%
Furniture, Fixtures	92%
Insurance	83%
Legal Services	81%
Pro Shop Equipment, Apparel	92%
Food, Beverage	82%
(GPS) Technology	75%
Course Accessories	93%
Turf Equipment	80%
Chemicals, Fertilizer, Seed	65%
Irrigation, Drainage	73%

PURCHASING POWER

Advertising in *Golf Business* delivers your message to a highly influential audience. In fact, no other industry publication reaches more of the top decision-makers than *Golf Business*. From the cart barn to the maintenance facility, these men and women are responsible for some of the biggest purchases at the course level.

91%

OF READERS ARE INVOLVED IN THE PURCHASING OF PRODUCTS OR SERVICES

78%

OF READERS ARE THE TOP EXECUTIVE AT THE COURSE

$477,000

AVERAGE BUDGET OF READERS FOR PRODUCT OR SERVICE PURCHASES IN THE LAST 12 MONTHS

* 2014 Readex Research findings

TOTAL CIRCULATION

17,782

* June 2015 BPA brand statement

STRONG CONNECTIONS

Golf Business has a captive audience.

On average, readers spend 43 minutes reading or looking through a typical issue of *Golf Business*. Better still, they're taking action—discussing and passing along articles, visiting advertisers' websites and purchasing products and services.

* 2014 Readex Research findings

2018 Editorial Calendar

GOLF BUSINESS DELIVERS HIGH-QUALITY, RELEVANT EDITORIAL CONTENT each month that golf course owners and operators depend on to run their operations more successfully. The content of Golf Business is spot-on with golf's top management, who consistently rate the magazine as their top source for business information on the industry.

	FEATURED EDITORIAL	BONUS DISTRIBUTION	CLOSING DATES
JANUARY	▪ FEATURE FOCUS: MULTI-COURSE OWNERS ▪ SECONDARY FEATURE: ESCAPING THE ECHO CHAMBER ▪ MINI FEATURE: PLACING VALUE ON TRADE SHOWS AND NETWORKING	PGA SHOW	CONTRACTS: NOV. 14 MATERIALS: NOV. 21
FEBRUARY	▪ SPECIAL EDITION: HOSPITALITY ▪ FEATURE FOCUS: SINGLE COURSE OWNERS ▪ SECONDARY FEATURE: THE GOLF EXPERIENCE THROUGH A NEWCOMER ▪ MINI FEATURE: CREATING A CULTURE OF EXCELLENCE	GOLF INDUSTRY SHOW AND NGCOA CONFERENCE	CONTRACTS: DEC. 12 MATERIALS: DEC. 19
MARCH	▪ FEATURE FOCUS: PRIVATES ▪ FEATURE 2: RESTRUCTURING MEMBERSHIP FOR THE CURRENT CUSTOMER ▪ MINI FEATURE: SOFTENING GOLF COURSES		CONTRACTS: JAN. 16 MATERIALS: JAN. 23
APRIL	▪ FEATURE FOCUS: RESORTS ▪ SECONDARY FEATURE: TIME CRUNCH: 18-HOLE ALTERNATIVES		CONTRACTS: FEB. 20 MATERIALS: FEB. 27
MAY	▪ SPECIAL EDITION: LABOR ▪ FEATURE FOCUS: SINGLE COURSE OWNERS ▪ SECONDARY FEATURE: ATTRACTING AND RETAINING PREMIER TALENT		CONTRACTS: MARCH 13 MATERIALS: MARCH 20
JUNE	▪ FEATURE FOCUS: PRIVATES ▪ SECONDARY FEATURE: THE TRUMP EFFECT	NGCOA MULTI-COURSE OWNERS LEADERSHIP RETREAT	CONTRACTS: APRIL 16 MATERIALS: APRIL 23
JULY/ AUGUST	▪ FEATURE FOCUS: MULTI-COURSE OWNERS ▪ SECONDARY FEATURE: WHAT MCOS CAN LEARN FROM FRANCHIES		CONTRACTS: MAY 18 MATERIALS: MAY 25
SEPTEMBER	▪ SPECIAL EDITION: TECHNOLOGY ▪ FEATURE FOCUS: RESORTS ▪ SECONDARY FEATURE: THE INTERSECTION OF MARKETING AND TECHNOLOGY		CONTRACTS: JULY 13 MATERIALS: JULY 20
OCTOBER	▪ FEATURE FOCUS: SINGLE-COURSE OWNERS ▪ SECONDARY FEATURE: THE A TO Z OF COST CONTAINMENT		CONTRACTS: AUG. 21 MATERIALS: AUG. 28
NOVEMBER/ DECEMBER	▪ FEATURE FOCUS: MULTI-COURSE OWNERS ▪ SECONDARY FEATURE: CLEARING MISCONCEPTIONS AT THE LOCAL LEVEL		CONTRACTS: SEPT. 14 MATERIALS: SEPT. 21

	GB E+ Digital Editions	BONUS DISTRIBUTION	CLOSING DATES
August	▪ PLAYER DEVELOPMENT		CONTRACTS: JULY 10 MATERIALS: JULY 17
December	▪ BEST OF THE BEST		CONTRACTS: NOV 6 MATERIALS: NOV 13

For more information on editorial opportunities, contact Ronnie Musselwhite, editor-in-chief, at rmusselwhite@ngcoa.org.

GB MEDIA KIT 2018

2018 Print Advertising Rates

STANDARD DISPLAY RATES*

Four Color	1x	3x	6x	9x	12x
Full spread	8,185	7,765	7,395	7,005	6,665
Full page	4,815	4,570	4,355	4,120	3,920
2/3 page	4,220	4,010	3,805	3,605	3,425
1/2 spread	6,480	6,205	5,885	5,595	5,315
1/2 page	3,810	3,650	3,465	3,295	3,125
1/3 page	3,185	3,025	2,865	2,735	2,595

*Above rates are gross.

PREMIUM POSITIONS

- BACK COVER - $4,660
- INSIDE BACK COVER - $4,165
- INSIDE FRONT COVER - $4,490
- PAGE 1 - $4,660

Premium Positions are available on a noncancelable, 10-time basis only. Rates are gross.

SPECIAL CONSIDERATIONS

- IFC AND PAGE 1 SPREADS MAY PREEMPT A SINGLE COVER ADVERTISER.
- GUARANTEED POSITION: 10% OF AD RATE
- PRODUCTION ASSISTANCE IS AVAILABLE TO PREPARE YOUR AD FOR PRESS; PRICES QUOTED UPON REQUEST.

AGENCY COMMISSIONS

Agency commissions on gross billing are allowed to advertising agencies on display space. Commission not allowed on other charges such as Classified/Golf Course Market ads, insert handling, special binding, reprints and other mechanical charges. Liability for payment: Publisher may hold advertiser and agency jointly liable for all sums due and payable to the publisher. Recognized advertising agencies are allowed 15% of gross billing provided account is paid in full within 30 days of date of invoice.

CLASSIFIEDS**

Ad #	Size - WxD	1	2	3	4	5	6
1	2.125” x 2”	$415	$595	$750	$750	$1,085	$1,340
2	2.125” x 3”						
3	2.125” x 4”						
4	4.5” x 2”						
5	4.5” x 3”						
6	4.5” x 4”						

LINE ADVERTISING

10 words - $150 up to 25 words - $200 up to 50 words - $250
Line ads include bold, centered headline and contact information. Content is provided by client and formatted by Golf Business.

**See separate page for Golf Course Market advertising.

For more information, contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

GB MEDIA KIT 2018

Ad Layouts and Options

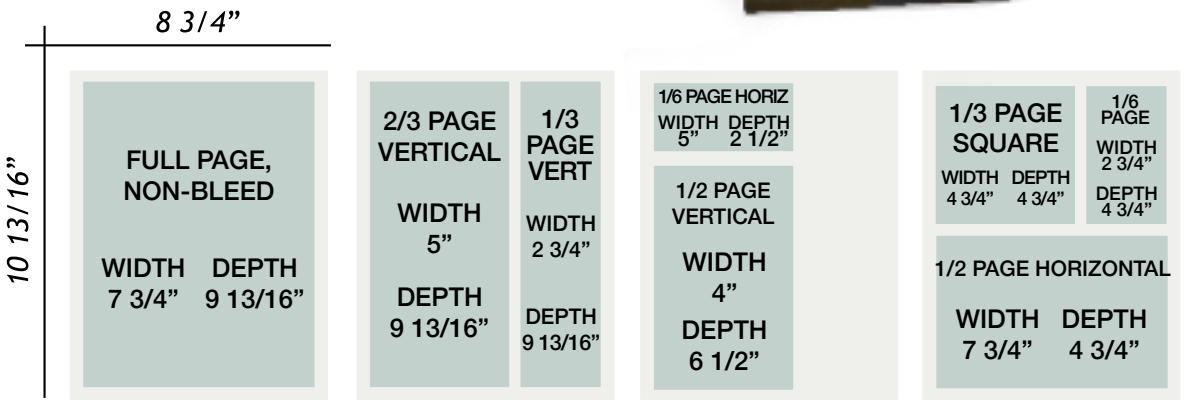
- PUBLICATION TRIM SIZE 8.75" X 10.8125"
- ADD .25" TO TRIM SIZE FOR ADEQUATE BLEED
- SAFETY MARGIN FOR LIVE COPY IS 1/2" FROM EDGES
- PRINTING PROCESS - WEB
- BINDING METHOD - PERFECT BOUND

Bleeds Ads	Width		Depth
Full Page	8.75"	x	10.8125"
Full Page Spread	17.5"	x	10.8125"
2/3 Page Vertical	5.5"	x	10.8125"
1/2 Page Horizontal	8.75"	x	5.25"
1/2 Page Spread	17.5"	x	5.25"
1/3 Page Vertical	3.25"	x	10.8125"

NOTE: The size listed above is the trim size.
For adequate bleed, add .25" to each bleeding side.

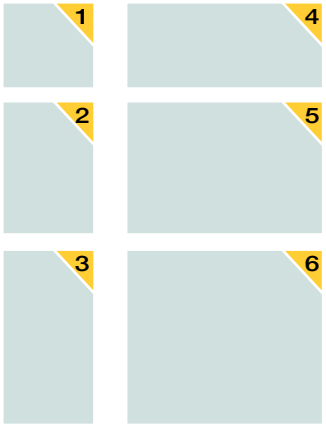
Non-Bleeds Ads	Width		Depth
Full Page	7.75"	x	9.8125"
Full Page Spread	16.5"	x	9.8125"
2/3 Page Vertical	5"	x	9.8125"
1/2 Page Vertical	4"	x	6.5"
1/2 Page Horizontal	7.75"	x	4.75"
1/2 Page Spread	16.5"	x	4.75"
1/3 Page Vertical	2.75"	x	9.8125"
1/3 Page Square	4.75"	x	4.75"
1/6 Page Vertical	2.75"	x	4.75"
1/6 Page Horizontal	5"	x	2.5"

STANDARD DISPLAY PAGES



CLASSIFIED DISPLAY ADVERTISING

Ad #	Size - WxD
1	2.125" x 2"
2	2.125" x 3"
3	2.125" x 4"
4	4.5" x 2"
5	4.5" x 3"
6	4.5" x 4"



CLASSIFIED LINE ADVERTISING

For those who only need a few words, we've kept the traditional text-only option. Line Ads include bold, centered headline and contact info. Content is provided by client and formatted by Golf Business.

10 words - $150|up to 25 words $200|up to 50 words - $250.

Classified advertising is non-commissionable. Display ad materials are supplied by client based on the specs and deadlines outlined. Call for frequency discounts.

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

GB MEDIA KIT 2018

Print Material Submission Procedures

TECHNOLOGICAL SPECIFICATIONS

We are running Mac OS X v10.8 Mountain Lion and support the following files: Adobe Acrobat (.PDF), Photoshop (.TIF or .EPS), Illustrator (.EPS).
File Types NOT supported: JPEG, GIF, LZW and DOC.

All advertising materials must be submitted in digital electronic format to accommodate computer-to-plate printing requirements. Materials must be submitted as one of these four file types: Acrobat (.PDF), Illustrator (.EPS), Photoshop (.TIF or .EPS). *PDFs are preferred*. Please read below for more detailed instructions for how to prepare each type of file.

ADDITIONAL GUIDELINES

All documents should have appropriate extensions in the file name. Example: (filename.pdf), (filename.tif), (filename.eps)

Make sure colors are set for process separation (not spot color). Any color files or artwork, including duotones and tri-tones, must be saved as CMYK. Any black-and-white files or artwork must be saved as grayscale. Allow for 5-7% dot gain. Clean the pasteboard. Do not leave non-used art scattered.

SUBMISSION PROCEDURES

Ad materials should be submitted on a CD, accompanied by a color proof for 4 color ads and a laser proof for black-and-white ads. Matchprints, colorkeys, iris or Kodak contact proofs are all acceptible to submit for color proofs. Publisher cannot be held responsible for color if a contact proof is not furnished with a color advertisement.

E-MAIL SUBMISSION

Should you need to send ad materials via e-mail, please stuff or zip your files before sending. Total size of e-mail must not exceed 10MB. If larger than 10MB, materials will need to be mailed, or contact us for FTP information.

SEE SEPARATE SHEET (DIGITAL OPPORTUNITIES) FOR WEBSITE AD SUBMISSION REQUIREMENTS AND SPECIFICATIONS.

PREFERRED FORMATS

Adobe Acrobat (.PDF)

Adobe Acrobat files are an accepted and preferred format.

Photoshop (.TIF OR .EPS)

Color Photoshop files should be submitted as flattened artwork, set to CMYK and 300 dpi. Black-and-white Photoshop files should be submitted as flattened artwork, set to grayscale and 300 dpi. Do not send photoshop.psd files.

Illustrator (.EPS)

All photos must be embedded in the Illustrator document (not linked or placed). Before embedding images, make sure the images are flattened files, set to CMYK and 300 dpi. All fonts should be converted to outlines. Entire Illustrator document should be set to CMYK mode. Do not send Illustrator.ai files.

PLEASE SEND AD MATERIALS TO:

Golf Business
Clinton Hall
291 Seven Farms Drive, 2nd Floor
Charleston, SC 29492
(843) 881-9956
Fax: (843) 856-3288
Email: chall@ngcoa.org

UNLESS OTHERWISE REQUESTED, ALL ADVERTISING MATERIALS WILL BE KEPT FOR 12 MONTHS FROM DATE OF RECEIPT AND THEN DESTROYED.

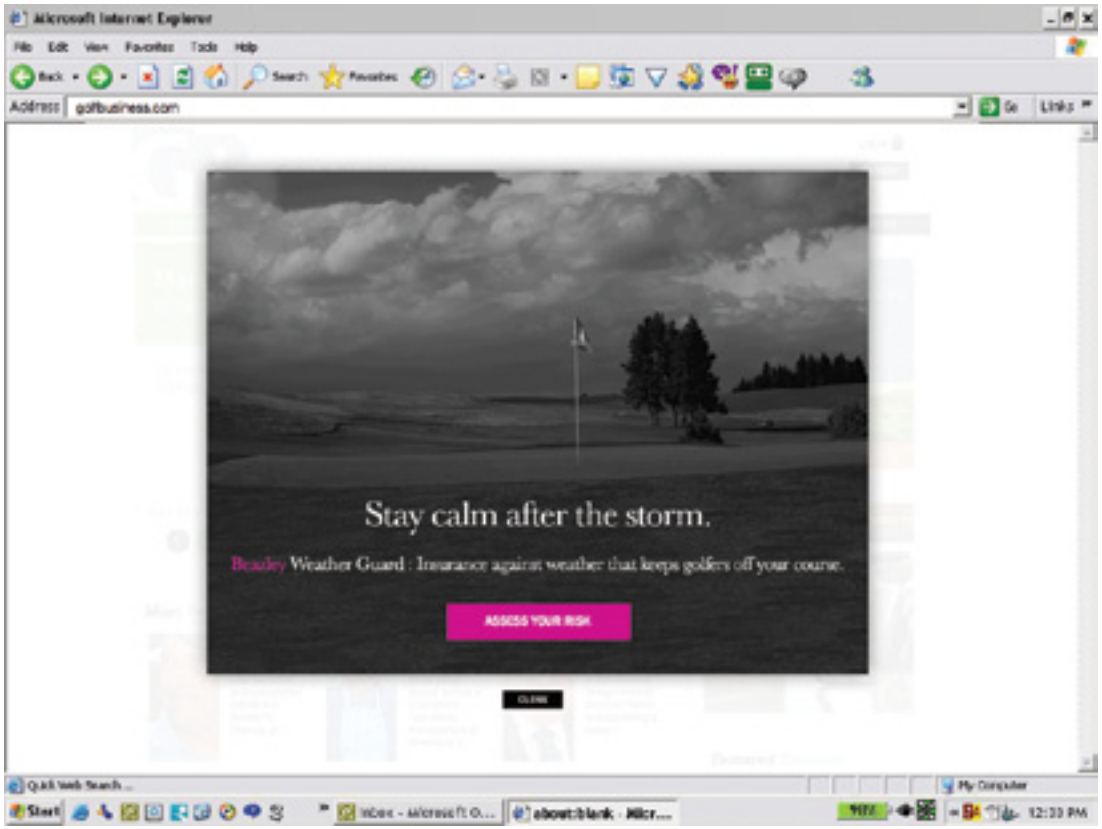
Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

Digital Advertising Rates

Type	Specs	Rate
Website Takeover	790 x 600	$6,500
E-Newsletter Banner	160 x 240	$2,000
Home Page Banner	250 x 250	$1,750

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

Website Takeover



Website Takeover
$6,500/mo

Dimensions: 790 x 600

File Size: 50 kb

Duration: 10 sec. max

Background: As per concept

Animation: No limit

Looping: Not allowed

Close Button: Required

Golf Business E Newsletter Opportunities

On the first of each month, the Golf Business eNewsletter is pushed out to more than 18,000

GOLF BUSINESS RECIPIENTS AND NGCOA MEMBERS IN A DEDICATED EMAIL.

Designed to drive readers to GolfBusiness.com, the *Golf Business* eNewsletter includes links to the digital flipbook, features from that particular issue and special articles or videos that complement the print magazine.

Capture attention and *enhance engagement* by delivering your message in a format that connects the *industry's leaders* with your product or service even before they receive the print edition of *Golf Business*.

POSITION 1
160 x 240 pixels
guaranteed 100% rotation
$2,000
(frequency discounts apply, see below)

POSITION 2
160 x 240 pixels
guaranteed 100% rotation
$2,000
(frequency discounts apply, see below)

The Golf Business eNewsletter includes links to the advertiser's desired web page. Email is distributed on the first of the month.

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

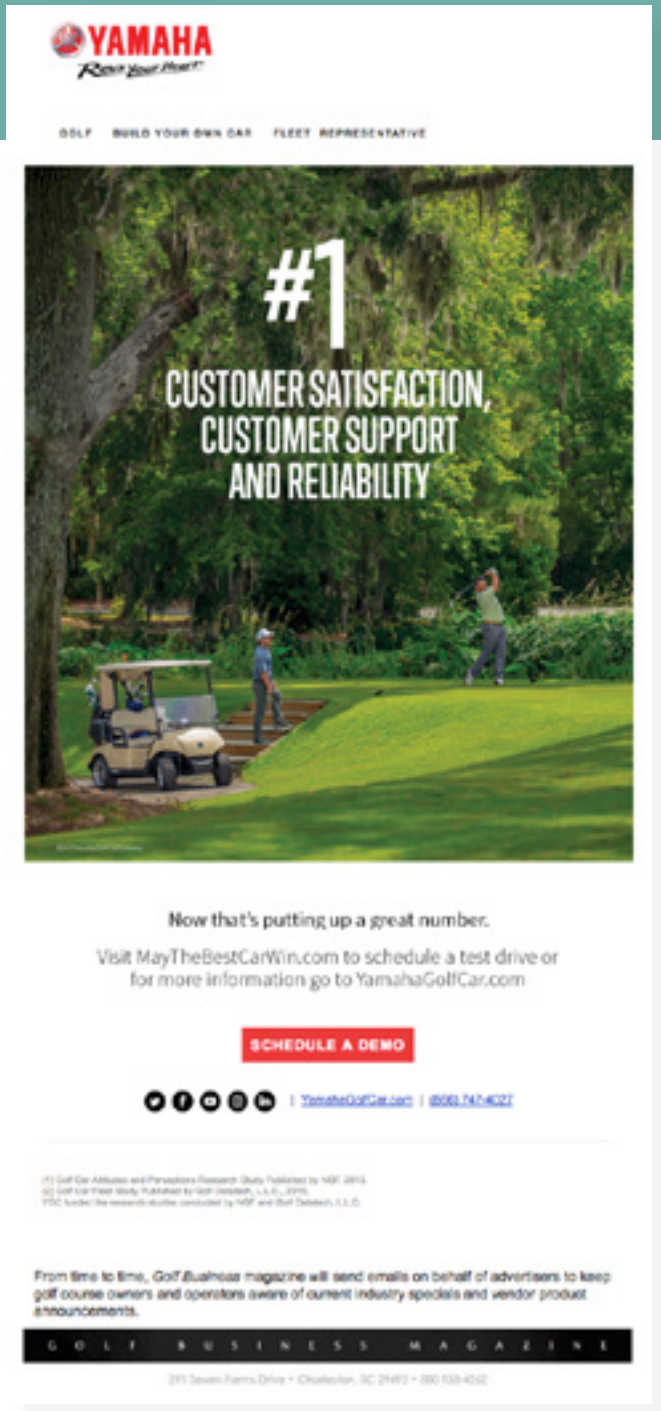
Dedicated Email

We will help you share your message with more than 12,000 golf course owners, operators and general managers. You select the day of your choice to reach our entire digital distribution.

$2,500

MATERIAL REQUIREMENTS:

Please submit your content in HTML format along with the subject line three days prior to your chosen send date.



Golfbusiness.com Homepage Banner

GolfBusiness.com is the informational hub for course owners and operators.

The home page is the first stop on the road to expert advice and industry insights. Visitors can **access articles** from the current issue of Golf Business, **view exclusive content** that complements the print edition, and **search an exhaustive archive** of hundreds of case studies, industry trends, bright ideas, small business know-how and more.

Plus, GolfBusiness.com has reach. Each month, the site receives more than **42,000 page views** and **24,000 visitors,*** making it an attractive and effective vehicle for delivering your message.

HOME PAGE

SIDEBAR - POSITION 1
250 x 250 pixels (w x h)
guaranteed 50% rotation
$1,750/month

SIDEBAR - POSITION 2
250 x 250 pixels (w x h)
guaranteed 50% rotation
$1,750/month

BANNER
468 x 60 pixels (w x h)
guaranteed 100% rotation
$5,000/month

88%

of visitors have taken action in the last 12 months as a result of visiting the *Golf Business* website

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

*Data based on average of April – June, 2015

Eplus+ Advertising Opportunities

Two times each year—in August and December—Golf Business goes completely digital with ePlus+,

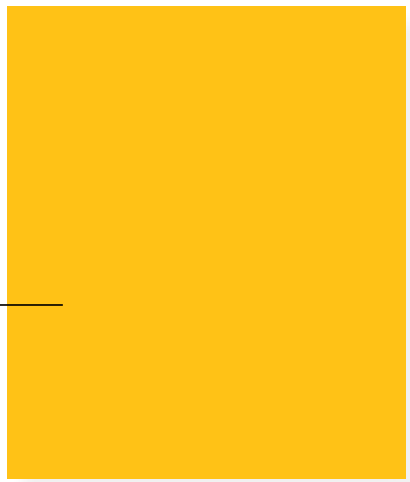
AN EXCLUSIVE DIGITAL SUPPLEMENT TO *GOLF BUSINESS* MAGAZINE.

Each edition of ePlus+ is chock full of articles and tidbits relevant to the theme of that issue, making it a can't miss resource that ***reaches*** a database of ***more than 18,000*** course owners and operators. By advertising in ePlus+, you're putting your message in front of these ***key decision-makers*** and giving them a simple, one-click link to your website where they can learn even more about your product or service.

Front Cover

Front cover skyscraper
3.25 x 10.8263 inches (w x h)
$2,200

Back Cover



Back Cover
8.75 x 10.8263 inches (w x h)
$2,000

Interior

1/2 page interior
8.75 x 4.68 inches (w x h)
$1,500

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

Digital Material Submission Procedures

Golfbusiness.com & eNewsletter Advertising

SPACE AND MATERIALS:

Contracts and ads must be received by the space and materials closings outlined on the *Golf Business* Editorial Calendar.

FILE SIZE LIMIT: 50K
ALT. TEXT: NO MORE THAN 30 CHARACTERS
FILE FORMATS: .GIF, .JPG, .SWF

Site URL must be live at the start of the insertion and may not exceed 200 characters nor have more than one embedded question mark. Golf Business will test submitted materials to ensure they meet requirements and verify with client prior to implementation.

SEND MATERIALS TO:

Thomas Smith at golfbusiness@ngcoa.org
Please include URL, contact information and scheduling instructions.

ePlus+ Advertising

SPACE AND MATERIALS:

FILE SIZE LIMIT: 50K
ALT. TEXT: NO MORE THAN 30 CHARACTERS
FILE FORMATS: .GIF, .JPG, .SWF

SEND MATERIALS TO:

Clinton Hall at chall@ngcoa.org
Please include URL, contact information and scheduling instructions.

Questions? Contact Account Manager Kelly MacPherson at 800-933-4262 ext. 264 or kmacpherson@ngcoa.org.

GB MEDIA KIT 2018

Golf Course Market

"Our ad in the Golf Course Market generated the lead that purchased our course. In this tough market, it's hard to believe that we were able to sell so quickly, and there's no doubt that the ad was the first step that led to that sale. Best money we ever spent!"

BERT DOVER, FORMER OWNER, SANTA RITA GOLF COURSE

THE GOLF COURSE MARKET IS AN OPEN MARKETPLACE bringing together all parties involved in the buying and selling of golf courses. It includes two primary components: an area within the Marketplace/Classifieds section of Golf Business magazine every month and the website, www.golfcoursemarket.com.

This unique forum allows buyers to discover available properties all over North America. In addition, it is the perfect location for brokers, agents and "FSBOs" to get their message out.

The Services Directory within the Golf Course Market leads buyers and sellers to the knowledgeable individuals and companies who assist during various stages of the buy-sell process.

The Golf Course Market also provides education on buying golf courses, preparing courses for sale and the transaction itself.

CLOSING DATES

JANUARY	CONTRACTS: Nov. 6 MATERIALS: Nov. 13
FEBRUARY	CONTRACTS: Dec. 4 MATERIALS: Dec. 11
MARCH	CONTRACTS: Jan. 8 MATERIALS: Jan. 15
APRIL	CONTRACTS: Feb. 12 MATERIALS: Feb. 19
MAY	CONTRACTS: March 11 MATERIALS: March 18
JUNE	CONTRACTS: April 8 MATERIALS: April 15
JULY/AUGUST	CONTRACTS: May 13 MATERIALS: May 20
SEPTEMBER	CONTRACTS: July 8 MATERIALS: July 15
OCTOBER	CONTRACTS: Aug. 14 MATERIALS: Aug. 21
NOV/DEC	CONTRACTS: Sept. 9 MATERIALS: Sept 16

FOUR WAYS TO PARTICIPATE:

Brokers, Agents and For Sale by Owners

1. List your property for sale on www.golfcoursemarket.com and in the Golf Course Market section of *Golf Business* magazine.

- *List your properties at www.golfcoursemarket.com in 60-day increments. Choose either regular listing, course wanted or the auction category for your property.*
- *No waiting period – your property shows immediately on the front page of www.golfcoursemarket.com once you submit your listing.*
- *Participation includes automatic placement within a dedicated Golf Course Market section in Golf Business magazine, which reaches more than 18,000 owners and operators*

Brokers, Agents, For Sale by Owners, Attorneys, Lenders, Appraisers, Auctioneers and Consultants

2. List your service in the online Services Directory on www.golfcoursemarket.com.

- *Listing is for 12 months and includes your contact information and business summary.*
- *Buyers and sellers will be able to contact you directly and immediately.*

3. Advertise within the Golf Course Market section of *Golf Business* magazine.

4. Sponsor the Golf Course Market.

- *Sponsorship includes sponsor tagline, hyperlink and logo for 12 months on www.golfcoursemarket.com and in the Golf Course Market section in Golf Business magazine; a free Services Directory listing on www.golfcoursemarket.com; display advertising credit of $2,000 with Golf Business magazine; two complimentary registrations to the NGCOA Annual Conference; a complimentary booth at the Golf Industry Show; a free 1-year corporate membership which includes front page upgrade of Online Buyers Guide listing and more.*

Leads generated by any of these vehicles and communicated to the NGCOA will be passed to you immediately.

SPONSOR RECOGNITION

ONLINE @ WWW.GOLFCOURSEMARKET.COM

DEDICATED SECTION IN GOLF BUSINESS MAGAZINE

Contact Barbara Searle at (877) 933-4499 or bsearle@ngcoa.org to learn more or to participate.