

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 infor-
mation 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 2017**

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%

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

PURCHASING POWER

TOTAL CIRCULATION

17,782

* June 2015 BPA brand statement

Golf Business has an 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.

88%

OF SUBSCRIBERS HAVE
TAKEN ACTION IN THE
LAST 12 MONTHS AS A
RESULT OF READING
GOLFBUSINESS

70%

OF SUBSCRIBERS
PASS THEIR ISSUES
ALONG TO AT LEAST
ONE OTHER PERSON

71%

HAVE READ
THE LAST 4
OUT OF 4
ISSUES

* 2014 Readex Research findings

STRONG & CONNECTIONS

2017 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 | <ul style="list-style-type: none"> ■ FEATURE FOCUS: RESORTS ■ SECONDARY FEATURE: INTERFACING PERSONAL AND RESORT TECHNOLOGY ■ MINI FEATURE: STATE OF THE INDUSTRY AND THE EVOLVING LANDSCAPE | PGA SHOW | CONTRACTS: NOV. 14 MATERIALS: NOV. 21 |
| FEBRUARY | <ul style="list-style-type: none"> ■ FEATURE FOCUS: SINGLE-COURSE OPERATORS ■ SECONDARY FEATURE: THE TRUTH BEHIND COMMON BUSINESS SUGGESTIONS ■ MINI FEATURE: ENGAGING YOUNG EMPLOYEES | GOLF INDUSTRY SHOW AND NGCOA CONFERENCE | CONTRACTS: DEC. 12 MATERIALS: DEC. 19 |
| MARCH | <ul style="list-style-type: none"> ■ FEATURE FOCUS: PRIVATE CLUBS ■ SECONDARY FEATURE: COLLECTING DATA AND MAXIMIZING PROFIT ■ MINI FEATURE: CRISIS COMMUNICATIONS | | CONTRACTS: JAN. 16 MATERIALS: JAN. 23 |
| APRIL | <ul style="list-style-type: none"> ■ FEATURE FOCUS: MULTI-COURSE OWNERS ■ SECONDARY FEATURE: LESSONS LEARNED FROM MANAGEMENT COMPANIES | | CONTRACTS: FEB. 20 MATERIALS: FEB. 27 |
| MAY | <ul style="list-style-type: none"> ■ FEATURE FOCUS: RESORTS ■ SECONDARY FEATURE: CAPITALIZING ON FOREIGN TOURISM | | CONTRACTS: MARCH 17 MATERIALS: MARCH 24 |
| JUNE | <ul style="list-style-type: none"> ■ FEATURE FOCUS: SINGLE-COURSE OPERATORS ■ SECONDARY FEATURE: BOOSTING BUSINESS BY CREATING BETTER LEAGUES | NGCOA MULTI-COURSE OWNERS LEADERSHIP RETREAT | CONTRACTS: APRIL 14 MATERIALS: APRIL 21 |
| JULY/AUGUST | <ul style="list-style-type: none"> ■ FEATURE FOCUS: MULTI-COURSE OPERATORS ■ SECONDARY FEATURE: WORKING WITH THIRD-PARTY TEE TIME PROVIDERS | | CONTRACTS: MAY 19 MATERIALS: MAY 26 |
| SEPTEMBER | <ul style="list-style-type: none"> ■ FEATURE FOCUS: PRIVATE CLUBS ■ SECONDARY FEATURE: THE NEXT TIGER—GETTING IT RIGHT THIS TIME | | CONTRACTS: JULY 14 MATERIALS: JULY 21 |
| OCTOBER | <ul style="list-style-type: none"> ■ FEATURE FOCUS: RESORTS ■ SECONDARY FEATURE: NO LAST RESORT—CREATING A RESORT-LIKE EXPERIENCE AT YOUR DAILY-FEE | | CONTRACTS: AUG. 21 MATERIALS: AUG. 28 |
| NOVEMBER/DECEMBER | <ul style="list-style-type: none"> ■ FEATURE FOCUS: SINGLE-COURSE OPERATORS ■ SECONDARY FEATURE: EXITING A GOLF COURSE INVESTMENT ■ MINI FEATURE: YEAR IN REVIEW AND THE LOOK AHEAD | | CONTRACTS: SEPT. 15 MATERIALS: SEPT. 22 |
| | GB E+ Digital Editions | BONUS DISTRIBUTION | CLOSING DATES |
| August | <ul style="list-style-type: none"> ■ HUMAN RESOURCES | | CONTRACTS: JULY 10 MATERIALS: JULY 17 |
| December | <ul style="list-style-type: none"> ■ MARKETING | | CONTRACTS: NOV 6 MATERIALS: NOV 13 |

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

2017 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 | 2.125" 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" |

| | | | |
|---|-------|---|---------|
| 1 | \$415 | 4 | \$750 |
| 2 | \$595 | 5 | \$1,085 |
| 3 | \$750 | 6 | \$1,340 |

LINE ADVERTISING

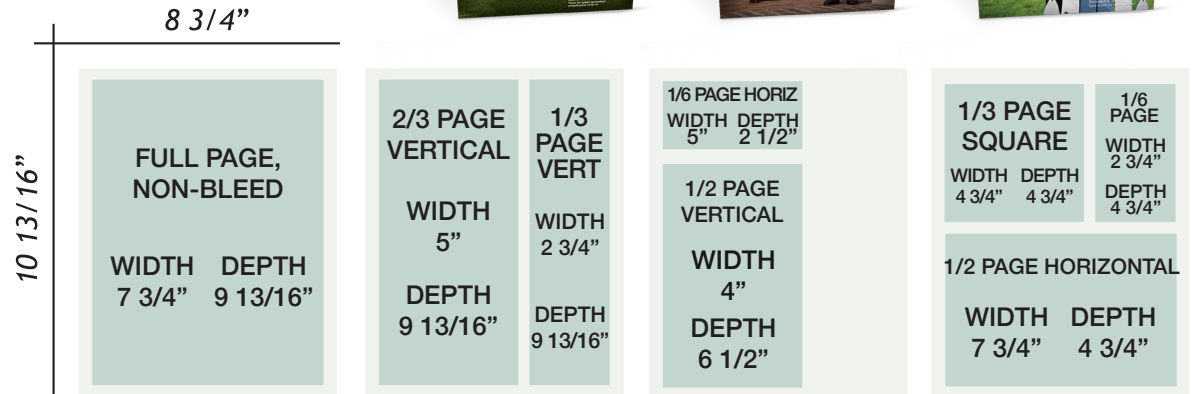
10 words - \$150 up to 25 words - \$200 up to 50 words - \$250.
 Line ads include bold, centered headline and contact information.
 Content is provided by client and formatted by Golf Business.

**See separate page for Golf Course Market advertising.

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

STANDARD DISPLAY PAGES



| 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" |

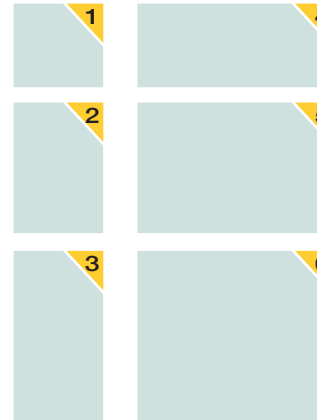
NOTE: The size listed above is the trim size.
For adequate bleed, add .25" to each bleeding side.

CLASSIFIED DISPLAY ADVERTISING

| 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" |

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.

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 acceptable 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.

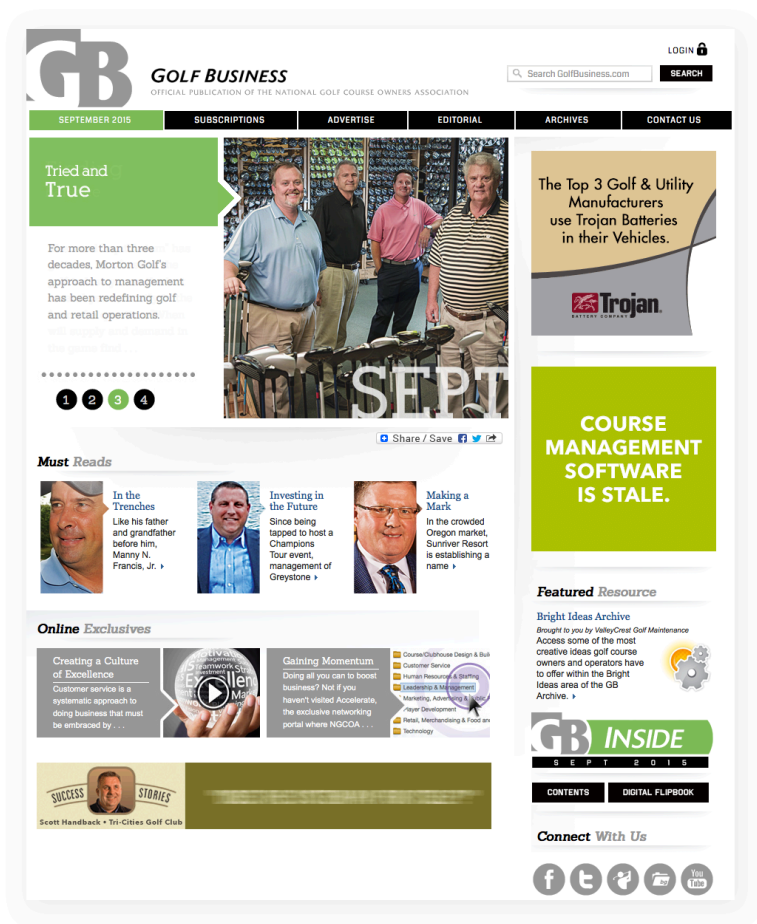
Illustrator (.EPS)

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.

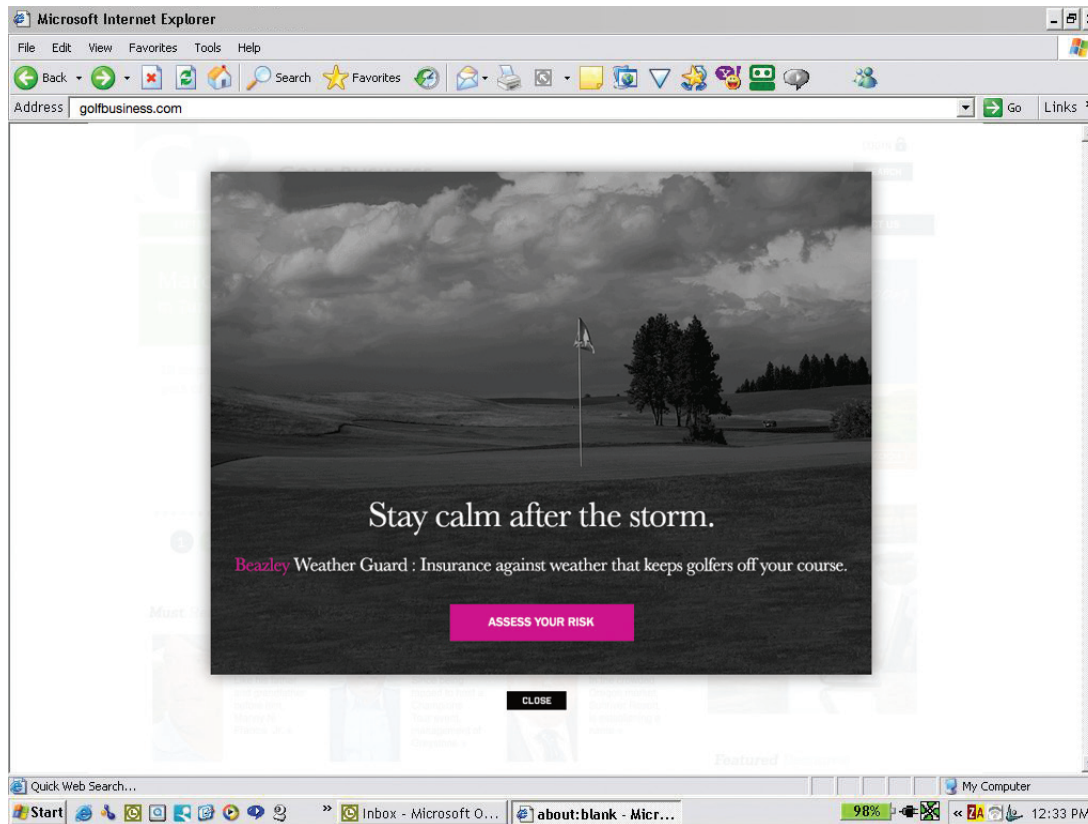
PLEASE SEND AD
MATERIALS TO:

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.



| 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 |



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

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.

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.



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

88%
of visitors have taken action in the last 12 months as a result of visiting the *Golf Business* website

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

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

*Data based on average of April – June, 2015

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.

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

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.