



PGA
MAGAZINE

RELATIONSHIP • DIGITAL • PRINT



THE GOLF ASSOCIATION OF PHILADELPHIA DIGITAL ADVERTISING SOLUTIONS

The Golf Association of Philadelphia offers digital advertising solutions for advertisers seeking ways to reach the Association's 75,000 avid-core golfers electronically. The Association's website, GAPGolf.org, its e-Revision Newsletters, and eBlasts allow advertisers to reach this key region's most committed golfers through interactive formats.

MEMBER PROFILE FOR GAP

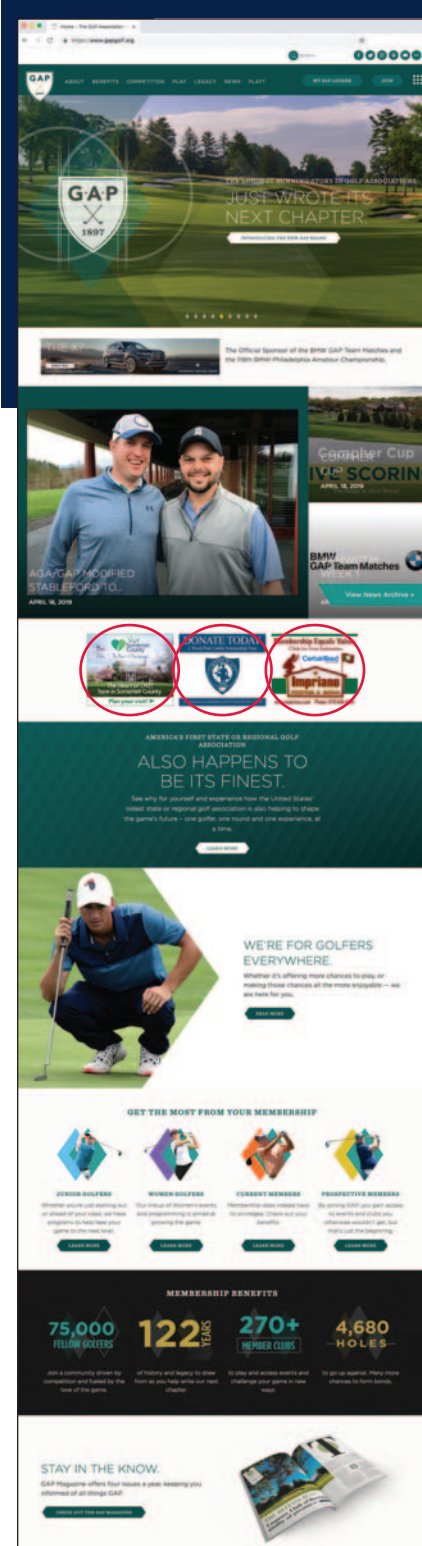
- Average combined household income of **\$183,428**
- **95%** of members are homeowners, and **33%** are owners of multiple properties
- Average age is **39**
- **71%** of members are college educated
- **63%** of readers are more likely to purchase products advertised

GAPGOLF.ORG:

- **Content:** Reach the largest audience of both GAP members and non-members

ADVERTISING OPPORTUNITIES:

- **Website Banner:** 300px wide x 250px high. JPEG, GIF, or PNG file. Rate is \$500 per month.





PGA MAGAZINE

RELATIONSHIP • DIGITAL • PRINT



eRevision
GOLF ASSOCIATION OF PHILADELPHIA
Philadelphia's Most Trusted Source of Golf Information

February 15, 2015
Hi Martin Emene Jr.

HCP Index: 10 | GHI Number: 7219366

[+ POST A SCORE](#)

Home Course Handicap

LLANERCH	
Blue	12
White	12
Gold	11
Red	11

[View All](#)

[View SCORING HISTORY](#)

[View HANDICAP HISTORY](#)

[View HANDICAP CARD](#)

[DONATE TODAY](#)
J. Wood Plant Caddy Scholarship Trust

[Click Here For Status](#)

Applebrook's practice facility enhances golf experience
The latest GAPTV segment highlights Applebrook Golf Club's Golf Performance Center, which opened in June 2015. This facility serves as the Golf Association of Philadelphia's deep pool of exceptional practice facilities.

[Read More](#)

GAP E-REVISION NEWSLETTERS

- **Content:** The GAP sends newsletters to more than 41,000 members who have registered their email addresses through the USGA's GHIN service.
- **Frequency:** On the 1st and 15th of each month, a newsletter containing handicap index and score history information is emailed.
- **Traffic:** 65% Open rate.

ADVERTISING OPPORTUNITIES:

- **Banner Ad:** 300px wide x 250px high. JPEG or GIF file. Rate is \$2,000 per insertion. Maximum of 2 available per e-Revision.

PHILADELPHIA'S MOST TRUSTED SOURCE OF GOLF INFORMATION

Communications
www.gapgolff.org

BMW Championship

Enter for a chance to walk inside the ropes at BMW Championship

The top 70 players are heading to the 2018 BMW Championship, and you have a chance to join them, inside the ropes!

BMW and the Golf Association of Philadelphia are excited to offer one lucky winner a trip to the 2018 BMW Championship at Aronimink Golf Club in Newtown Square, PA. This lucky winner will have the once-in-a-lifetime opportunity to walk inside the ropes during the second round of the BMW Championship

- Two (2) tickets to the exclusive 18th Hole Pavilion on Saturday, September 8, an all-inclusive hospitality venue featuring premium food and beverage and the best views of golf on course.
- Hotel accommodations for one (1) night at the tournament's Official Host Hotel.

[CLICK HERE TO ENTER](#)

GAP DEDICATED eBLASTS

The GAP grants preferred access to a separate e-blast vehicle - providing you the ability to reach its list of 75,000+ email addresses. The availability of this highly sought-after method is strictly limited to 2 eBlasts per month. Open rate averages 30%.

ADVERTISING OPPORTUNITIES:

- **Dedicated eBlast** - must contain a special offer unique to GAP members. Specifications: eBlasts should be no more than 600 pixels wide. The GAP requires electronic delivery of HTML code no less than one week before the scheduled date of the eBlast. A GAP header is added to the top of the email. Advertiser has final approval before email is distributed. Rate is \$5,000 per eBlast.

For more information, please contact Brian Folino, President, at bfolino@pgamagazine.com.



PGA MAGAZINE

RELATIONSHIP • DIGITAL • PRINT



GOLF ASSOCIATION OF PHILADELPHIA MAGAZINE

The *Golf Association of Philadelphia Magazine* is the official publication and the main communications vehicle of the Golf Association of Philadelphia, consisting of more than 260 clubs. The 75,000 affluent members come from Pennsylvania, Delaware, and New Jersey. Published four times a year, the magazine concentrates on local events, news, people, and issues in the Greater Delaware Valley golfing community. Each issue is delivered by mail directly to the homes of GAP members, and additional copies are distributed through the private and public member club facilities of the GAP.

MEMBER PROFILE FOR GAP

- Average combined household income of **\$183,428**
- **95%** of members are homeowners, and **33%** are owners of multiple properties
- Average age is **39**
- **71%** of members are college educated
- **63%** of readers are more likely to purchase products advertised

RATES:

	1x
Full Page	\$3,200
2/3 Page	\$2,400
1/2 Page	\$1,600
1/3 Page	\$1,300
1/6 Page	\$1,000

Covers

Inside Front Cover	\$3,600
Inside Back Cover	\$3,600
Back Cover	SOLD

Issue Dates	Ad Deadline*
Spring	March 1
Summer	May 20
Fall	July 26
Winter	October 25

*Subject to change.

For more information, please contact Brian Folino, President, at bfolino@pgamagazine.com.