



PGA MAGAZINE

RELATIONSHIP • DIGITAL • PRINT

GSGA

GEORGIA STATE GOLF ASSOCIATION

DIGITAL ADVERTISING SOLUTIONS

The Georgia State Golf Association offers digital advertising solutions for advertisers seeking ways to reach the Association's 75,000 upscale avid-core golfers electronically. The Association's e-Revision Newsletters, Monday Mulligans and dedicated e-Blasts allow advertisers to reach a Georgia-based affinity group of golfers through interactive formats.

ADVERTISING OPPORTUNITIES:

E-Revision Newsletters

Personalized bimonthly email sent the 1st and 15th of every month, which includes the golfer's updated Handicap Index and current score file. Emails are sent to 65,000+ members with 54.5% open rate.

- 1 **Horizontal Banner Ad** - 650px wide x 125px high, one banner per issue. Rate is \$1,500/issue
- 2 **Vertical Banner Ad** - 160px wide x 600px high, two banners per issue. Rate is \$1,250 per banner/issue
- 3 **Box Banner Ad** - 300px wide x 197px high, one banner per issue. Rate is \$1,500/issue

Monday Mulligans

Weekly email communication to entire GSGA database recapping events and spotlighting competitions. Emails are sent to 65,000 members of the GSGA with 173,000+ unique visitors per year and over 3 Million page views annually with a banner ad and video ad included for a single advertiser.

- 4a **Banner Ad** - 600px wide x 125px high.
 - 4b **Video Ad** - 10-second, non-skippable video (MOV file).
- Client would receive both 4a and 4b for the price of \$1925

1 Horizontal banner ad at the top of the newsletter.

2 Vertical banner ad on the right side of the newsletter.

3 Box banner ad in the middle section.

4a Banner ad for Hilton Head Island at the bottom.

4b Video ad for Hilton Head Island at the bottom.

4a Banner ad for Hilton Head Island.

4b Video ad for Hilton Head Island.

Global Golf Post - Promo Code: 'GSGA21'

Item of the Month: Rocket Tour Shop Now

Sign up for a Junior Skills Qualifier!

GSGA Competitions Corner: The 2019 Competitions schedule is a good one! Several competitions are now accepting entries...

GSGA Member Play Days: The 2019 Member Play Day schedule features some fantastic Member Club! Next entries open date is 4/10.



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Dedicated EBlast

The GSGA grants preferred access to reach its members with exclusive messaging. Emails are sent to nearly 65,000 members of the GSGA with average open rate of 21.35%.

Dedicated eBlast must contain a special offer unique to GSGA members. (Specifications: 600 pixels wide x unlimited height. Delivery of HTML code is required. A GSGA header is added to the top of each email. Advertiser has final approval before email is distributed.) Rate is \$6,000 per eBlast.

Dedicated eBlasts are subject to availability and approval by GSGA.



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



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GOLF GEORGIA

Golf Georgia is the official publication and the main communications vehicle of the Georgia State Golf Association, consisting of more than 350 clubs. Published six times a year, the magazine concentrates on local events, news, people, and issues in the Georgia golfing community. Each issue is delivered by mail directly to the homes of GSGA members, and additional copies are distributed through the private and public member club facilities of the GSGA.

MEMBER PROFILE FOR GSGA:

- 79.5% take golf vacations at least once a year (with **27.58%** taking two per year and **20.13%** taking three or more each year)
- 67.5% spend an average of over \$1,000 on a golf trip
- 70.87% are members at a private club
- 56.74% play more than 50 rounds per year
- 52.85% spend on average over \$500 on golf related equipment annually

RATES:

	1x	3x	4x	6x	12x
Full Page	\$5,025	\$4,505	\$4,250	\$3,980	\$3,690
2/3 Page	\$3,970	\$3,555	\$3,350	\$3,135	\$2,835
1/2 Page	\$3,170	\$2,835	\$2,660	\$2,500	\$2,285
1/3 Page	\$2,500	\$2,120	\$1,990	\$1,860	\$1,665

Issue Dates	Space Close	Ad Materials Due*
January/February	December 6	December 6
March/April	January 24	January 24
May/June	March 29	April 11
July/August	May 17	May 17
September/October	July 26	July 26
November/December	September 27	October 1

*Subject to change.

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