



PGA MAGAZINE

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SCGA

SOUTHERN CALIFORNIA GOLF ASSOCIATION®

DIGITAL ADVERTISING SOLUTIONS

The Southern California Golf Association offers digital advertising solutions for advertisers seeking ways to reach the Association's 170,000 upscale avid-core golfers electronically. The Association's website, SCGA.org, and its e-Revision Newsletters allow advertisers to reach a Southern California-based affinity group of golfers through interactive formats.

ADVERTISING OPPORTUNITIES:

SCGA.org Website Banner

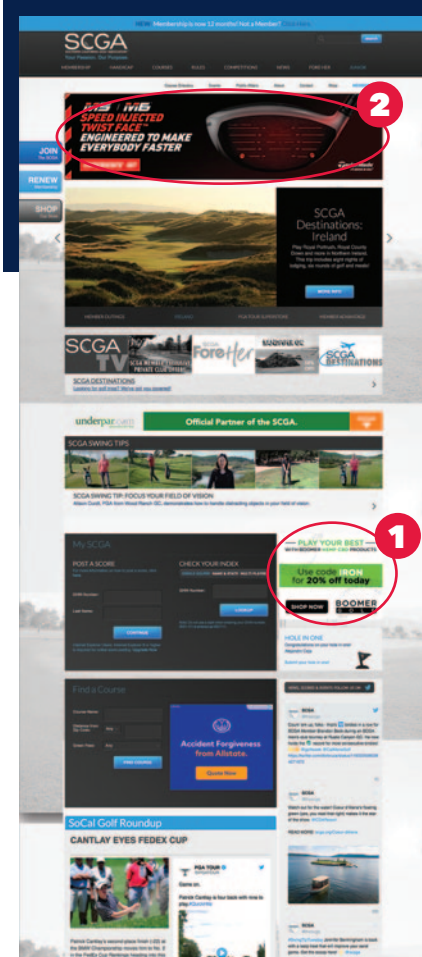
500,000 views per month, this option is best for the client who wants to reach the largest audience of both members and non-members. Included in rotation of premium advertisers on every page of the site.

- 1 **Banner Ad** - 300px wide x 250px high. Rate is \$1,700/month.
- 2 **Premium Leaderboard Banner Ad** - 924px wide x 250px high. Rate is \$4,000/week.

SCGA 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. Open rate is 60-65%.

- 3 **Banner Ad** (1 of 3) - 300px wide x 250px high. Rate is \$1,900/issue.
- 4 **Banner Ad** (1 of 1) - 400px wide x 100px high. Rate is \$1,900/issue.





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18th Hole - Red at Pacific Palms
We take you behind the scenes of Red restaurant at Pacific Palms Resort at Industry Hills GC. Cheers to the famous Red-A-Rita!

WATCH EPISODE

SCGA Golf Sweepstakes
Two opportunities to play bucket list golf courses (Riviera CC & Sherwood CC) while supporting junior golf. Only \$5 per entry!

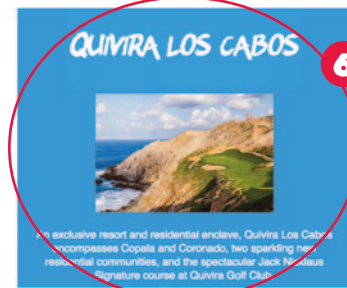
ENTER NOW



5



5



6

MORE INFO

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SCGA e-News

Bimonthly e-newsletter sent out to SCGA members and subscribers every other Monday. Features news, updates and teasers that drive visitors to the SCGA website. Open rate is 20-25%.

5 Banner Ad - 300px wide x 250px high. Rate is \$1,350/banner.

6 eFeature - A highlighted text-and-photo spotlight that links to your website. A popular option for travel destinations. (35 words + 250px wide x 150px high photo & link). Rate is \$1,900/email.

Dedicated e-Blast

The SCGA's premium digital opportunity. A dedicated blast sent to SCGA members and opt-in golfers interested in golf travel, equipment and lifestyle. You provide the HTML or JPEG file, and we'll send it out. eBlast must contain an exclusive offer for SCGA members. Open rate is 30%. (600px wide x 800px high) Rate is \$8,500/email.

SCGA
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TAHOE BEACH CLUB
Worth A 30-Year Wait

Exclusive Offer For SCGA Members to Experience Tahoe Beach Club, 3 Nights in Tahoe at the Lending, Tahoe Resort & SPA. Receive a Special Welcome Basket! Private Tour of Tahoe Beach Club. Only Between Sept. 1st-Oct. 1st.

Tahoe Beach Club is the First Full Ownership, Leikeland Community Approved On Lake Tahoe in Over 25 Years.
48,000 sq ft Beach Club House - Luxury Finishes from \$1.3 million to \$4.5 million

2-Bedrooms to 5-Bedrooms Residences - Coastal Tahoe Style with Low Northside Views
217 ft Private Beach & 100 ft Pier with Boat Dockage
Club Member Concierge Services - Full Service Spa, Fitness Facilities, Yoga & Pilates Studio
Infinity Pool Overlooking Lake Tahoe

WATCH OUR VIDEO WITH BEACH CLUB ARCHITECT JOHN GATHER.

CALL US AND CALL TAHOE HOME.
Office: 170 Highway 10, Stateline, NV 89415 | 775.281.8444
#tagTahoeBeachClub.com
Mailing Address: PO Box 9117, Stateline, NV 89409
*Subject to Availability. ** Limited to the First 10.

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



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FOREMAGAZINE.COM DIGITAL ADVERTISING OPPORTUNITIES

With the exciting launch of foremagazine.com, users have the ability to view current and previous *FORE* stories and features. Photo galleries, videos, as well as articles from the traditional hard copy magazine all work together to make the new *FORE* website a consistent source of new golf and lifestyle content.

ADVERTISING OPPORTUNITIES:

- 1 Inline Rectangle** - 300px wide x 250px high. Rate is \$300/month.
- 2 Half-Page Banner** - 300px wide x 600px high. Rate is \$600/month.



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FORE MAGAZINE



The SCGA's *FORE* magazine is Southern California's premier golf and lifestyle publication, and is mailed to the homes of every SCGA member. Features include personality profiles, travel features, restaurant reviews, apparel, equipment and more.

MEMBER PROFILE FOR SCGA:

- **170,000** total members
- **75%** of members are male; **25%** are female
- Average age: **62**
- **88%** own their own home; **28%** own a second home
- **71%** are college graduates
- **50%** plan vacations centered around golf
- **47%** play competitive golf
- Average annual vacation budget of **\$6,000**

RATES:

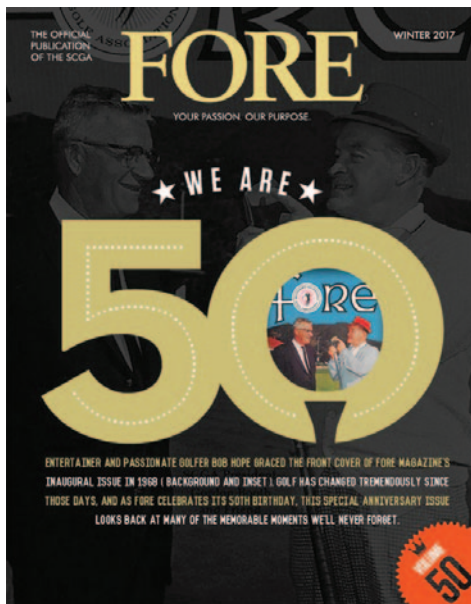
	1x	2x	5x
Full Page	\$10,230	\$9,430	\$8,690
2/3 Page	\$6,950	\$6,394	\$5,908
1/2 Page	\$6,493	\$5,995	\$5,555
1/3 Page	\$5,280	\$4,840	\$4,455

Cover and Spread Rates:

Inside Front Cover	\$12,275	\$11,315	\$10,425
Inside Back Cover	\$11,250	\$10,370	\$9,560
Back Cover	\$13,300	\$12,260	\$11,300

Issue Dates	Material Close	Publication Date
Winter	December 7	January 21
Spring	March 15	April 29
Summer	June 14	July 29
Fall	September 3	October 19

*Subject to change.



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