




W H E R E B U S I N E S S G E T S D O N E

GB MEDIA
KIT 2014

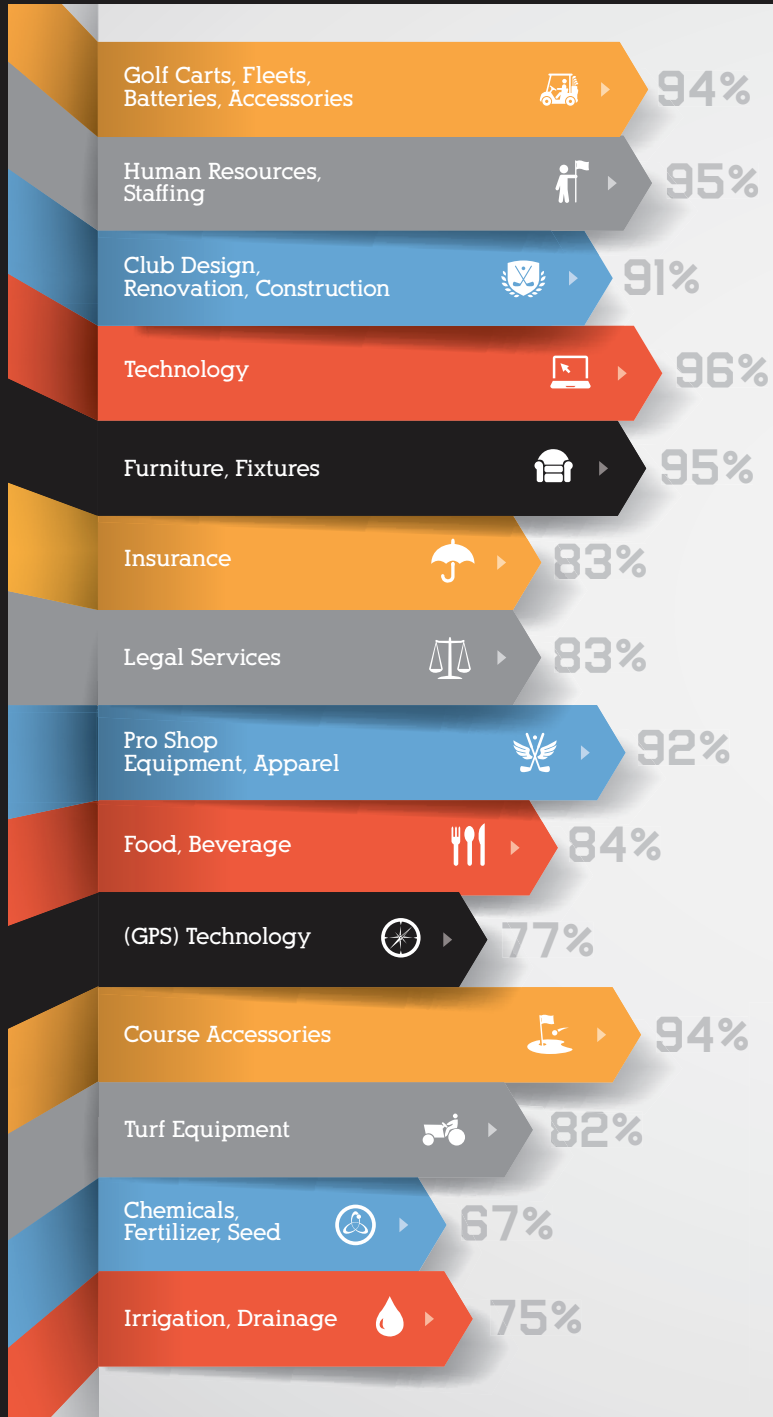


THE BUCK
STARTS
AND
STOPS
WITH THE
OWNER

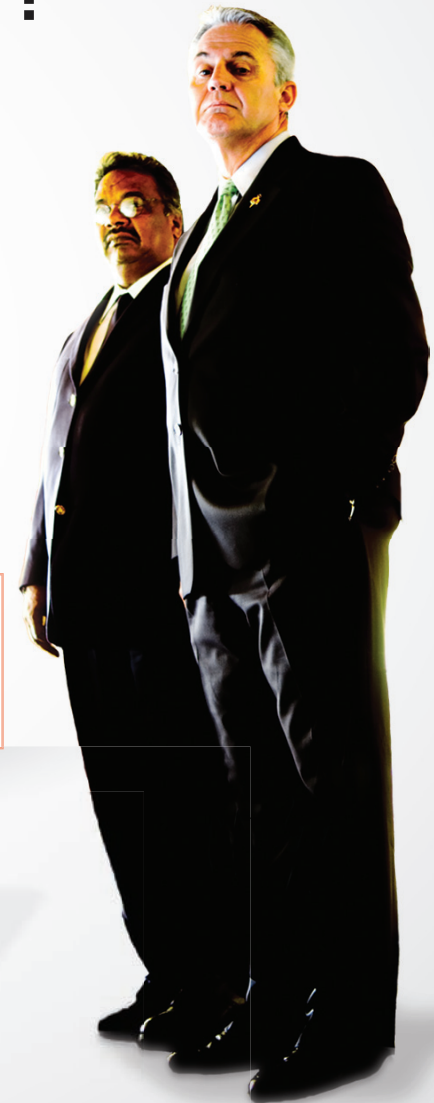
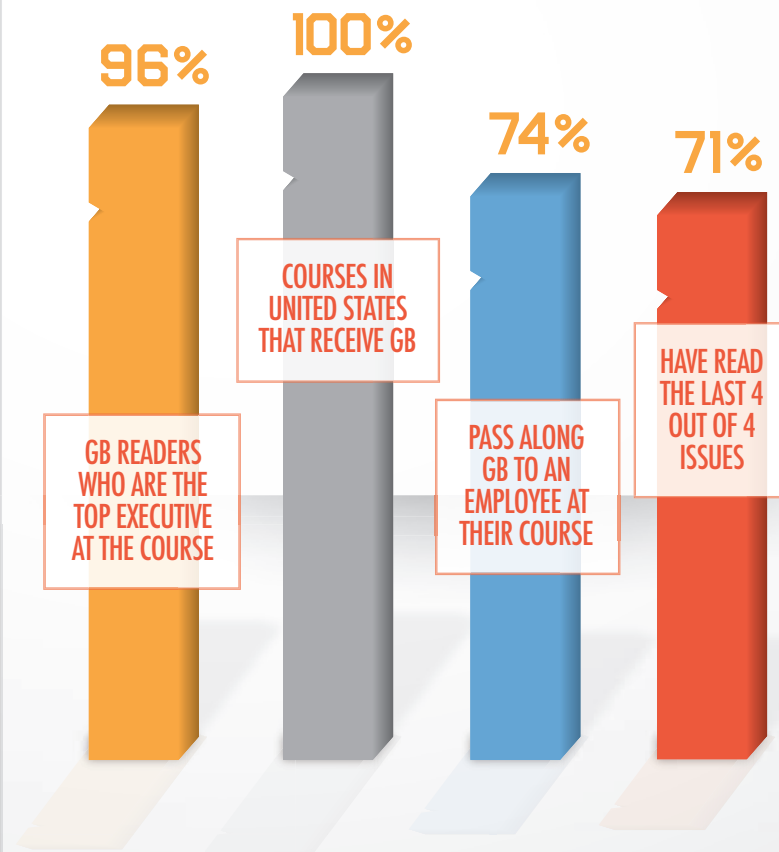
With the most
at risk, today's
owners and
operators are
making the
decisions – from
easy to tough,
from little to big –
that **keep their
businesses
running.**

Let your
message to this
critical group
be heard with
Golf Business.

What are owners and operators purchasing at the course today?



ARE YOU REACHING THE TOP DECISION-MAKER AT THE COURSE?



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, 12-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	4
1	2.125" x 2"	\$415	\$750
2	2.125" x 3"	\$595	\$1,085
3	2.125" x 4"		
4	4.5" x 2"		
5	4.5" x 3"	\$750	\$1,340
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.

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: SINGLE-COURSE OPERATORS ▪ SECONDARY FEATURE: MARKETING ON A SHOESTRING BUDGET 	PGA SHOW	CONTRACTS: NOV. 8 MATERIALS: NOV. 15
FEBRUARY	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: MULTI-COURSE OPERATORS ▪ SECONDARY FEATURE: MAKING SENSE OF OUTSOURCING 	GOLF INDUSTRY SHOW AND NGCOA CONFERENCE	CONTRACTS: DEC. 9 MATERIALS: DEC. 16
MARCH	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: RESORTS ▪ SECONDARY FEATURE: TRENDS IN TURF 		CONTRACTS: JAN. 13 MATERIALS: JAN. 20
APRIL	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: PRIVATE CLUBS ▪ SECONDARY FEATURE: THE NEW MARRIAGE OF GOLF AND REAL ESTATE 		CONTRACTS: FEB. 14 MATERIALS: FEB. 21
MAY	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: SINGLE-COURSE OWNERS ▪ SECONDARY FEATURE: GOLF BUSINESS BRIGHT IDEAS 		CONTRACTS: MARCH 14 MATERIALS: MARCH 21
JUNE	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: MULTI-COURSE OPERATORS ▪ SECONDARY FEATURE: LESSONS IN LEADERSHIP 	MULTI-COURSE OWNERS RETREAT	CONTRACTS: APRIL 11 MATERIALS: APRIL 18
JULY/ AUGUST	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: RESORTS ▪ SECONDARY FEATURE: SALES STRATEGIES THAT MAKE SENSE 		CONTRACTS: MAY 16 MATERIALS: MAY 23
SEPTEMBER	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: PRIVATE CLUBS ▪ SECONDARY FEATURE: THE EVOLVING STATE OF PRIVATE CLUBS 		CONTRACTS: JULY 14 MATERIALS: JULY 21
OCTOBER	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: SINGLE-COURSE OPERATORS ▪ SECONDARY FEATURE: NEW TWISTS ON OLD-SCHOOL CUSTOMER SERVICE STRATEGIES 		CONTRACTS: AUG. 15 MATERIALS: AUG. 22
NOVEMBER/ DECEMBER	<ul style="list-style-type: none"> ▪ FEATURE FOCUS: MULTI-COURSE OPERATORS ▪ SECONDARY FEATURE: THE YEAR IN REVIEW—AND THE YEAR AHEAD 		CONTRACTS: SEPT. 12 MATERIALS: SEPT. 19

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

*GolfBusiness.com receives more than 367,000 hits, 44,000 page views and 11,000 visitors each month.**

AS THE OFFICIAL WEBSITE OF GOLF BUSINESS, GOLFBUSINESS.COM, provides readers the latest news, insights and ideas to assist in the daily operation of their golf facilities. Each month, articles from the current issue of our leading print version are posted for easy, timely viewing and complemented by online exclusive stories and a searchable archive of hundreds of case studies, industry trends, bright ideas, small business know-how and more.



BANNER

468 x 60 pixels
guaranteed 100% rotation

SIDEBAR - POSITION 1

250 x 250 pixels
guaranteed 50% rotation

SIDEBAR - POSITION 2

250 x 250 pixels
guaranteed 50% rotation

[ads also appear on secondary pages]**

Digital Opportunity	Ad Size (w x h)	Rate/Month
Banner Ad	468 x 60 pixels	\$5,000/month
Sidebar Ad	250 x 250 pixels	\$1,750/month

All rates are net.

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.

SPACE AND MATERIALS:

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

FILE SIZE LIMIT: 50K

ALT. TEXT: NO MORE THAN 30 CHARACTERS

FILE FORMATS: .GIF, .JPG, .SWF



SEND MATERIALS TO:

Thomas Smith at
golfbusiness@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.

*Data based on average of June – September, 2012. **Excludes pages related to the Owner’s Manual, Bright Ideas, and Online Exclusives, and pages under the “Subscription” menu.

Golf Business eNewsletter Package

USED TO HELP DRIVE GOLF BUSINESS READERS TO GOLFBUSINESS.COM, the Golf Business eNewsletter is pushed out to more than 11,000 Golf Business recipients and NCGOA members in a dedicated email on the first of each month, ensuring your message is seen by top decision-makers even before they receive the print magazine. 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.



Golf Business E NEWSLETTER

POSITION 1
160 x 240 pixels
guaranteed 100% rotation

POSITION 2
160 x 240 pixels
guaranteed 100% rotation

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

Rates/Months	1x	3x	6x	9x	12x (EXCLUSIVE "SPONSORSHIP")
Position 1	\$2,000	\$1,875	\$1,725	\$1,550	\$1,350
Position 2	\$2,000	\$1,875	\$1,725	\$1,550	\$1,350

All rates are net.

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

“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. 8 MATERIALS: Nov. 15
FEBRUARY	CONTRACTS: Dec. 9 MATERIALS: Dec. 16
MARCH	CONTRACTS: Jan. 13 MATERIALS: Jan. 20
APRIL	CONTRACTS: Feb. 14 MATERIALS: Feb. 21
MAY	CONTRACTS: March 14 MATERIALS: March 21
JUNE	CONTRACTS: April 11 MATERIALS: April 18
JULY/AUGUST	CONTRACTS: May 16 MATERIALS: May 23
SEPTEMBER	CONTRACTS: July 14 MATERIALS: July 21
OCTOBER	CONTRACTS: Aug. 15 MATERIALS: Aug. 22
NOV/DEC	CONTRACTS: Sept. 13 MATERIALS: Sept. 20

**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.

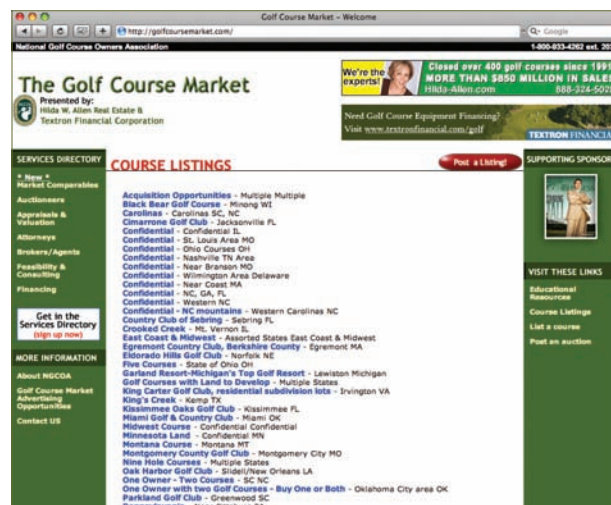
3. Advertise within the Golf Course Market section of *Golf Business* magazine.

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 \$2000 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.

ONLINE @ WWW.GOLFCOURSEMARKET.COM



SPONSOR RECOGNITION

DEDICATED SECTION IN GOLF BUSINESS MAGAZINE

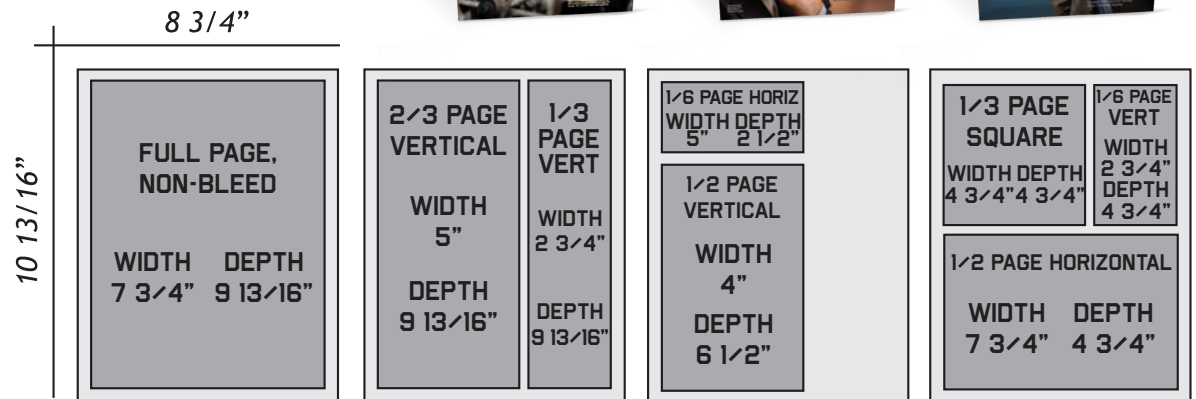


Contact Barbara Searle at (877) 933-4499 or bsearle@ngcoa.org to learn more or to participate.

- 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. See separate page for Golf Course Market advertising.

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.



P R E F E R R E D F O R M A T S

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.