



# GOLF BIBLE PLACES TO PLAY ALL OVER CALIFORNIA

That's the shorthand description of Golf Guide, Formerly NorCal and SoCal Golf Guide, now in its 13th year of publishing the region's most informative and comprehensive golf course promotional tool. Golf Guide not only tells the huge local market of golf lovers where to play, but what makes your course worth a visit.

We are the region's "Golf Bible," referred to again and again by increasingly mobile and affluent golfers searching for varied course experiences.

## GOLF GUIDE MAGAZINE & GOLFGUIDE.ORG ARE:

### FRESH

Written in a lively style, with full-color photography and a different course featured as an in-depth cover story each issue.

### PACKED WITH INFORMATION

Detailed course info, charts, maps and entertaining narratives on the unique attributes of each course.

### TARGETED

To golfers, still one of the most affluent and adventurous sporting groups in the world.

### AN IDEAL ADVERTISING TOOL

Reach an avid, highly motivated audience that enjoys professional success, leisure time and a wide range of consumer interests.



## CIRCULATION PRINT & ONLINE

Golf Guide publishes three issues annually, with wide-ranging distribution and a readership of over half-million. Distribution is focused on locations where golfers go. These include over 1,000 public golf courses and private country clubs, driving ranges, charity golf tournaments, golf shops, hotels and visitor centers. They can also be found at PGA & LPGA tournament golf venues occurring in the region.

We go where golfers go, ensuring the reach and effectiveness of your advertising investment.

[golfguide.org](http://golfguide.org) is among the most popular and easy to find "golf" websites in this part of the world. Home to a rapidly growing subscriber base, the word is out that not only can you find every golf course in the state with info, photos and maps, but

can secure an array of golf related services including golf certificates, range balls, instruction and hotel rooms at a great value.

### ADVERTISE WITH US

Golfers go to remarkable lengths to pursue their version of the Good Life. And the Good Life does not stop with golf. Golfing getaways are a passionate pursuit of most golfers. Advertising in Golf Guide means access to hundreds of thousands of golfers and their traveling companions who are always searching for new experiences in dining, lodging, entertainment and other local attractions. Its handy size, attractive look and timeless information means golfers keep it around indefinitely as a reference book. Your ads will enjoy the same longevity.



# ADVERTORIAL & DISPLAY AD RATES

Each edition is 4 months, three editions yearly.

## GOLF COURSE ADVERTORIALS\*

<b>TWO-PAGES</b>	<b>\$3,200</b>	or	<b>\$2,200 + 6**</b> anytime golf passes monthly
<b>FULL PAGE</b>	<b>\$1,980</b>	or	<b>\$1,400 + 4**</b> anytime golf passes monthly
<b>HALF PAGE***</b>	<b>\$1,300</b>	or	<b>\$900 + 4**</b> anytime golf passes monthly

\* Advertorial set-up fee of \$295 is waived with annual agreements. Note that no cash, trade options are available for some properties. Ask for details.

\*\* With partial trade, number of certificates earned weekly is based on your Saturday green fees.

\*\*\* Available only for 9 hole facilities and practice centers

*Exclusive for golf courses, these on-line and printed pages include a color photo of your golf course, map, description, information, fees, statistics and staff. An enhanced presentation both in the directory and map pages plus duplication online at [golfguide.org](http://golfguide.org) with links to your own website.*

## ENHANCED DIRECTORY / WEB ADVERTORIAL

Your golf course is shown in bold type with a color background to stand out among the dozens of golf courses in the region both on-line and in print. In addition, you receive an enhanced web page on [golfguide.org](http://golfguide.org) including a course photo, Google map, facility information, course statistics, staff, fees and link to your golf course website.

**\$296**

## COUPON AD (Available only to golf courses with advertorial, enhanced directory or display ad).

Requires advertorial, display or directory/web ad. This 1/5 page size color ad allows you to specify special offers to our readers intended to drive more business your way to fit your specific needs.

**\$396**

## FRONT COVER FEATURE (Front cover plus 4 pages)

Reach everyone as your golf course is not only featured in the full-bleed photo on the front cover of Golf Guide but also is highlighted in a 4-page story within the issue. On [golfguide.org](http://golfguide.org), your course is displayed on the home page plus the story is linked to the "Cover Story" button on our home page where the story and photos are once again recreated for on-line readers for years to come.

**\$6,900/issue**

## DISPLAY ADS

AD SIZE	3X RATE	1X RATE
Two Pages	<b>\$5,900</b>	<b>\$6,500</b>
Full Page	<b>\$3,900</b>	<b>\$4,600</b>
1/2 page	<b>\$2,100</b>	<b>\$2,500</b>
1/4 Page	<b>\$1,200</b>	<b>\$1,400</b>
Back Cover	<b>\$4,900</b>	<b>\$5,600</b>
Inside Covers	<b>\$4,400</b>	<b>\$5,200</b>

All rates are full-color and are commissionable at 15% to recognized agencies. Advertising invoices are due within 30 days of billing and are sent after the magazine is in the printing process. Upon request, billing can be divided equally over the four month run of the issue. Advertisers who secure frequency discounts by signing a contract, but fail to complete the contract within the agreed-upon timeframe, will be short-rated at the prevailing rate.

## WEBSITE BANNER ADS on [golfguide.org](http://golfguide.org)

COST	AVAILABLE SIZES	FILE FORMATS
<b>\$125/mo.</b> for magazine clients	<b>618 x 80</b> headerNo animations	JPG, GIF or PNG
<b>\$225/mo.</b> for internet only	<b>120 x 240</b> vertical, mid-right position	

Destination URL for banner ad must be provided Creative must be submitted three (3) business days ahead of run date

## DEADLINES print only

ISSUE	SPACE RESERVATION	MATERIALS DUE	DISTRIBUTION
<b>Fall-Winter 2011</b>	August 12	August 22	September - December
<b>Winter-Spring 2012</b>	December 9	December 20	January - April
<b>Spring-Summer 2012</b>	April 10	April 22	May - August
<b>Fall-Winter 2012</b>	August 10	August 22	September - December



# GOLFGUIDE.ORG

Online we duplicate the same valuable information that is published within each issue of Golf Guide plus more.

## IF YOU ARE A GOLF COURSE

We post the same, up-to-date information printed in the magazine plus an interactive Google map to help viewers find your course and a direct link to your website.

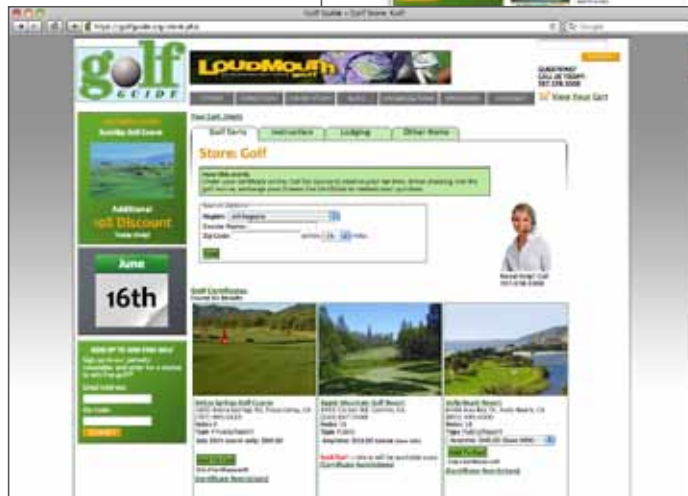
## AS A BUSINESS

You are promoted as a "Sponsor" with links to your business website. Our Cover Story is in "blog" format that allows for feedback and contains historical cover stories over the past decade plus.

Popular golf websites including the PGA, Junior Golf and related associations make it easy and predictable for our viewers to find the golf related information they are looking for.

## GOLFGUIDESTORE.COM

A store where our viewers can buy certificates to play golf, instruction, accommodations and more. This popular feature has a loyal and growing fan base.



# TESTIMONIALS FROM CLIENTS

"Golf Guide gives us better return on investment than any other media. It is a no brainer."

Brandon Bowling, Head Golf Professional Plumias Pines Golf Resort.

"I get bombarded with marketing ideas. It is nice to participate in one that actually works. I have been very pleased with the quality of the publication and the personal service I have received. And the coupon program has been a huge success."

Darin Lee, Head Golf Professional Mission Hills of Hayward Golf Course

"The Golf Guide is one of the best regional golf publications in the industry. Their presentation, content and distribution is outstanding and certain to help courses build the reputation and business they are looking for."

Steve Harker, President Touchstone Golf Services.

"The results from our ads in Golf Guide have been truly outstanding."

Roger Billings, General Manager Chardonnay Golf Club.

"The Golf Guide has consistently provided the Presidio with quality advertising

that has produced ancillary golf rounds in time frames that are appropriate for our rounds mix. They have also been so easy to do business with and willing to work with us to meet our needs. Thanks Rick!"

Jamie B. Miller, General Manager Presidio Golf Course.

"Working with Golf Guide is easy. They do a great job of distribution, both in print and online, so that almost everybody who plays golf, knows we are here. We have more business thanks to Golf Guide."

James Birchall, General Manager Lake Chabot Golf Course.



[golfguide.org](http://golfguide.org)

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