

GOLF GEORGIA



2018 RATE CARD

2018

Print Rate Card



CIRCULATION RATE BASE:

75,000



GSGA

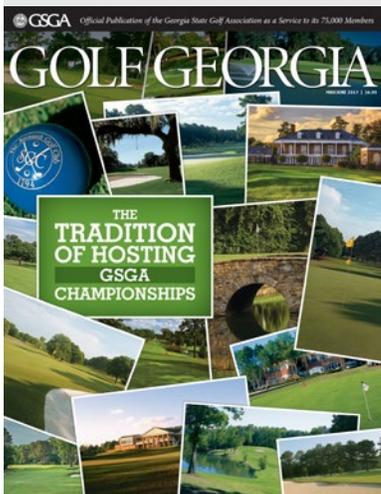
GEORGIA STATE GOLF ASSOCIATION

Serving Golf in Georgia Since 1916

GOLF GEORGIA

Official Publication of the Georgia State Golf Association as a Service to its 75,000 Members

121 Village Parkway, Building 3
Marietta, GA 30067
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ADVERTISING RATES

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

PREMIUM POSITIONS

POSITION	OPEN RATE
Back Cover	\$6,210
Inside Front Cover	\$5,670
Inside Back Cover	\$5,265
Center Spread	\$11,430

ADVERTISING DEADLINES

ISSUE	AD CLOSING	AD MATERIALS DUE
January/February	December 8	December 22
March/April	February 2	February 16
May/June	March 30	April 13
July/August	May 18	June 1
September/October	August 3	August 17
November/December	September 28	October 12



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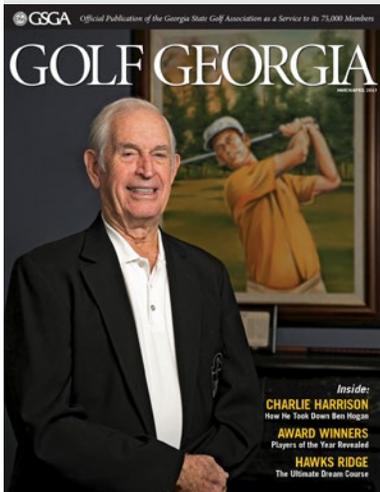
COMMISSIONS & DISCOUNTS

- 15% of gross rate to recognized agencies.
- To obtain frequency discount, space must be used within one year.
- Spreads count as two insertions toward frequency discount.
- No charge for bleed.
- Pre-printed supplied inserts bill at appropriate one page black & white rate for two sides and count towards earned frequency as one page. Card inserts must be supported by full page ad.
- Additional production charges apply if any changes or alterations need to be made to the artwork by DMGinc.



Serving Golf in Georgia Since 1916

GOLF GEORGIA
A Level Par Media, Inc. Publication



MECHANICAL REQUIREMENTS

SIZE	DIMENSIONS	SIZE	DIMENSIONS
Trim size	8.125"w x 10.5"h	1/2 page vertical	3.375"w x 9.75"h
Full page (bleed)	8.375"w x 10.75"h	1/2 page horizontal	7.375"w x 4.5"h
Full page (live area)	7.375"w x 9.75"h	1/3 page vertical	2.25"w x 9.75"h
2/3 page	4.5"w x 9.75"h	1/3 page square	4.5"w x 4.5"h
1/2 page island	4.5"w x 6.75"h	1/6 page vertical	2.25"w x 4.5"h
Bleed ads: All live matter should be kept 1/4" from final trim. For spread ads, allow for a gutter safety of 1/4" total (1/8" each side) for crossover type.			
Printing Process	Web offset	Binding Method	Saddle stitched

DIGITAL REQUIREMENTS

HIGH RESOLUTION PDF	OTHER INFORMATION
<ol style="list-style-type: none"> 1 ALL fonts must be embedded and subset 2 All images/logos must be 300dpi or higher at full dimensions 3 CMYK color breakdown, no RGB or pantone colors 4 When distilling make sure OPI is NOT checked 5 SWOP proofs must be provided when color is critical 	<p>Layout application files: InDesign preferred, QuarkXpress and Pagemaker page application files.</p> <p>Other: Properly prepared Illustrator EPS or Photoshop EPS or TIFF accepted. All other applications please call for specific technical information.</p> <p>Digital Proofs: Supply hard copy proofs that match digital ad. Dye sublimation, Inkjet, Color Lasers should conform to SWOP standards.</p>
<p>Desktop Instructions: Build pages to trim size and extend bleed beyond page edge. Use postscript fonts and do not apply style attributes to basic fonts. Include all fonts, images/scans, logo/artwork. Do not nest EPS files in other EPS files. include fonts used in EPS files. Pantone colors should be in CMYK mode. All images/scans must be in CMYK mode.</p>	

EDITORIAL & BUSINESS OFFICES

Publisher: Shannon Bower

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Design & Production: DMGinc.

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2018 Monday Mulligans

CIRCULATION RATE BASE:

50,000

Monday Mulligans is a weekly email communication to the entire GSGA email membership database.

RATES PER MAILING

MONDAY MULLIGANS	1 Banner Ad with URL Link Plus 2 10 Sec Non-Skippable Video (.mov file)
1X	\$1,925
3X	\$1,775
6X	\$1,500
12X	\$1,275
24X	\$1,000

All rates are net and per mailing.

AD SPECIFICATIONS

UNIT	PIXEL SIZE (W X H)
Banner Ad	600px x 125px

E-mail ads may be in GIF or JPEG format only. No Flash. Note that widely used e-mail software displays only the first frame of a GIF animation. Please email all material to sbower@levelparmedia.com.

CONTACT

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1 **PLAY THREE DAYS OF GOLF AND GET ONE FREE.** [» LEARN MORE](#)

Monday Mulligans: Bringing You Golf News Across The State Of Georgia

2

[Click here for this week's edition of Monday Mulligans!](#)

Patrick Reed wins The Barclays, earns Ryder Cup spot

Ryder Cup Trophy will be in Atlanta on September 3rd

Verizon GSGA Junior Skills Challenge

STAY CONNECTED

Competitions Corner

Several GSGA competitions are open for entries! Be sure to check back to the GSGA website for more information! [Click here](#) to watch a competitions preview!

Competitions Open:

- [Public Links Championship](#)
- [Women's Team Championship](#)
- [Atlanta Amateur Match Play Championship](#)
- [Team Championship](#)
- [Senior Four-Ball Championship](#)

QUICK LINKS

- [2016 Calendar of Events](#)
- [2016 Member Play Days](#)
- [Golf Georgia Magazine](#)

- [GSGA Foundation](#)
- [Georgia Golf HOF](#)
- [GSGA Centennial Video](#)

GSGA Monday Mulligans is a weekly informational update provided as a service to members of the Georgia State Golf Association. You are receiving this e-mail as a subscriber to eRevisions. If you do not wish to receive GSGA Monday Mulligans, please click the link below to unsubscribe. If you have an e-mail filter, please add newsletters@gsga.org to your safe sender list.

2018 E-Revisions

CIRCULATION RATE BASE:
50,000



GHIN Number: 4070954
USGA HCP Index: 2.8
Effective: 09/15/2016

If you print this page, it can be used for verification purposes. This e-mail has been provided as a member service of the Georgia State Golf Association. If you have any questions regarding this information or your Handicap Index, please contact the handicap chair at the Atlanta National Golf Club.

1

2

PLAY

LIKE NEVER BEFORE

Join one club. Access them all.

CLUBCORP

BECOME A MEMBER FOR A DAY!

[LEARN MORE](#)

RATES PER MAILING

E-REVISIONS	1 Banner Ad	2 Skyscraper Ad
1X	\$1,500	\$1,250
3X	\$1,275	\$1,100
6X	\$1,150	\$1,000
12X	\$1,000	\$850
24X	\$800	\$600

All rates are net and per mailing.

AD SPECIFICATIONS

UNIT	PIXEL SIZE (W X H)
Banner Ad	650px x 125px
Skyscraper Ad	160px x 600px

E-mail ads may be in GIF or JPEG format only. No Flash. Note that widely used e-mail software displays only the first frame of a GIF animation. Please email all material to sbower@levelparmedia.com.

IMPORTANT DATES

MONTH	MATERIAL	MAIL DATE
January - December	Material needs to be delivered at least 3 days before mailing.	1st and 15th of every month

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DIVOTS

Serving the Golf Industry for 40 years. Since 1976



Phone: 770-447-4800
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GSGA News

Revision #18 (September 15, 2016)
[Click here to view the 2016 Revision Schedule](#)

#BringAFriend to a Member Play Day! There are some great sites on the Member Play Day schedule the rest of the year. Upcoming sites include: [Big Canoe Golf Club \(9/29\)](#); [Athens Country Club \(10/10\)](#); [Cartersville Country Club \(11/7\)](#). [Click here](#) to view the schedule and find a **#BringAFriend Day!**

GSGA Competitions Open for Entries... Entries are currently being accepted for the following GSGA statewide competitions: [Atlanta Amateur Match Play Championship](#) (through September 21), [Georgia Team Championship](#) (through October 12) and the [Georgia Senior Four-Ball Championship](#) (through October 26). Click the individual competition links above for more details, including entry requirements and fees for each event - see you on the golf course!

GSGA Player of the Year Points Race Heating Up! With the 2016 GSGA competitions season more than halfway over, the Player of the Year standings are beginning to take shape. The GSGA selects annual Players of the Year in the following categories: Men, Women, Junior, Girls, Senior Men, Super Senior Men and Senior Women. Players of the Year are determined by a point system based on participation and finish in GSGA and USGA events throughout the year. [Click here to view the current standings.](#)

Go Behind-the-Scenes at the TOUR Championship... Take an exclusive behind-the-scenes look at preparations for the 2016 TOUR Championship with Tournament Director Martin Stephenson. [Click here](#) to view a sneak-peek video!

Get Social with GSGA! Ready to get social? The GSGA is very active in the social media world, including Facebook, Instagram, Twitter and YouTube. There is no better way to stay connected! Click the links above to "like", "follow" and watch our videos!



[Print Handicap Card and Information](#)

HCP Index History		
Date	Index	
9/15/16	2.8	
9/1/16	3.4	
8/15/16	3.8	
8/1/16	2.6	
7/15/16	2.2	
7/1/16	3.1	
6/15/16	3.1	
6/1/16	3.3	
5/15/16	4.6	
5/1/16	4.4	
4/15/16	4.4	
4/1/16	4.4	
3/15/16	4.4	

Quick Links

- [GSGA.org](#)
- [GSGA on Facebook](#)
- [GSGA on Twitter](#)
- [GHIN.com](#)
- [USGA.org](#)
- [US Open](#)

Score History						
U	T	Date	Score	CR/Slope	Diff.	Course Name
A		9/13/16	82	73.4/140	6.9	Black Lake GC
A		9/10/16	83	71.4/136	9.6	Currahee Club
*	I	9/8/16	75	72.3/138	2.2	Echeelon Golf Club
*	A	9/1/16	76	73.8/146	1.7	Hawks Ridge Golf Club
*	C	8/21/16	77	72.2/140	3.9	Atlanta National Golf Club / A
*	C	8/20/16	73	72.2/140	0.6	Atlanta National Golf Club / A
I		8/14/16	80	73.4/143	5.2	Atlanta National Golf Club
*	I	8/12/16	79	73.4/143	4.4	Atlanta National Golf Club
I		8/11/16	83	73.4/143	7.6	Atlanta National Golf Club
A		8/8/16	81	72.3/138	7.1	Echeelon Golf Club
*	A	8/6/16	78	72.6/138	4.4	Polo Golf & Country Club
I		8/5/16	80	73.4/143	5.2	Atlanta National Golf Club
*	I	8/4/16	78	73.4/143	3.6	Atlanta National Golf Club
I		8/1/16	82	73.4/143	6.8	Atlanta National Golf Club
*	I	7/31/16	77	73.4/143	2.8	Atlanta National Golf Club
I		7/30/16	81	73.4/143	6.0	Atlanta National Golf Club
I		7/29/16	84	73.4/143	8.4	Atlanta National Golf Club
I		7/24/16	82	72.2/140	7.9	Atlanta National Golf Club
*	I	7/11/16	79	73.4/143	4.4	Atlanta National Golf Club
*	A	7/5/16	76	73.4/140	2.1	Black Lake GC

T = Score Type (H - Home, A - Away, T - Tournament, P - Penalty, C - Combined, I - Internet)

U - Used for USGA Handicap Index® Computation

Two Lowest Eligible Tournament Scores					
T	Date	Score	CR/Slope	Diff.	Course Name
T	3/5/16	80	72.2/140	6.3	Atlanta National Golf Club

[CLICK HERE FOR MOST RECENT SCORES](#)



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Golf Georgia

Editorial Calendar - 2018

75,000+ Georgia State Golf Association Members

January/February - Adaptive Golf

First Feature: *Adaptive Golf*

Golf is becoming an all-inclusive sport and is taking steps to become more available to all interested participants. Today a program operating within GSGA is opening new doors for amputees and those with brain injuries. The ground-breaking is opening doors and breaking down barriers?

Second Feature: *Keeping Up with the Jones*

Alabama has the Robert Trent Jones Trail, one of the country's great golf attractions. But Trent Jones was just as influential in Georgia. From Peachtree to his work at Augusta National to a number of other courses (some still existing, some renovated over), we'll take a look at his considerable legacy in the Peach State.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = December 8

Material Closing = December 22

March/April - The Masters

First Feature: *Aaron at 80*

Gainesville native Tommy Aaron reflects on his long and successful career in golf. We talk to the two-time Georgia Amateur champion and Masters champion about his memorable life and accomplishments in golf.

Second Feature: *2017 Players of the Year Award*

Here's a look at those who were honored for their outstanding play and their contributions for 2017 at the GSGA's annual awards luncheon.

Third Feature: *GSGA Events Preview*

Here's a pictorial tour of some of the sites chosen for GSGA competitions in 2018.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = February 2

Material Closing = February 16

May/June - Golf Games

First Feature: *Games We Play*

A look at 4-5 of the favorite “games” that golfers play with their buddies. There are many ways to divide the foursome and play for a couple of bucks. We look at some of the more popular and inventive and explain how they can be used in your own group.

Second Feature: *First Impressions*

Whether it's a \$20 municipal course or one of the state's most popular venues, something special happens on the walk up to the first tee. The hole lays before you, tantalizing, beckoning shots as you wonder *what's it going to be like, what have I got today?* This story examines some of the most impressionable, memorable first holes from courses around the state.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = March 30

Material Closing = April 13

July/August - Amateur Championship Preview

First Feature: *Georgia Amateur Championship*

The 97th Georgia Amateur Championship returns to Athens and will be hosted by Athens Country Club. Can Justin Connelly return and defend his championship?

Second Feature: *Road Less Taken*

So much of Georgia golf's lore, prestige and, frankly, money, is concentrated around Atlanta and several other large cities. But the game is played everywhere, and it means just as much to people in small, rural communities as it does at the toniest of clubs, even if their courses aren't well known. This story celebrates golf off the beaten path, taking a tour of the game as it's experienced and played at small, public, locally owned courses far removed from the centers of commerce and population.

Third Feature: *Hall of Fame Class of 2018*

A look at the newest members of the Georgia Golf Hall of Fame, with input from their friends and colleagues.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = May 18

Material Closing = June 1

September/October - Amateur Championship Review

First Feature: *Amateur Championship Review*

Amateur Championship review. A look back at the 97th annual championship held at the Athens Country Club and discover who carried away the trophy that was first held by Bobby Jones.

Second Feature: *GSGA Foundation*

An update on the GSGA Foundation, how many scholarships were funded, highlights and who won the big prizes.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = August 3

Material Closing = August 17

November/December - Resort & Travel / Holiday Gift Guide

First Feature: *Travel*

An in-depth review of a specific golf/travel destination property or area of interest to *Golf Georgia* readers to visit.

Second Feature: *Holiday Gift Guide*

Golf Georgia readers look for this guide for information on golf products and services to give to their spouse, family members, friends and employees during the Holiday season.

Third Feature: *The Fitness Factor*

In today's world, a golfer must be aware of his or her fitness demands in order to be a competitive player. What sort of fitness routines and regimens do golfers need to stay in shape and improve their performance on the course.

GSGA Lifestyle: Special section devoted to travel, food & beverage, health & fitness and fashion

Space Closing = September 28

Material Closing = October 12