



**PGA**

Northern California Section

**2011  
Partnership Programs  
& Media Kit**



# PGA

## Northern California Section

In Northern California, golf is a year-around sport played by nearly 600,000 avid and casual golfers across private and public facilities. Northern California PGA Professionals are talking to these golfers every day ... advising them ... teaching them ... and selling them.

There are over 1,150 dedicated PGA Members and apprentices at over 600 golf facilities in Northern California and Northwestern Nevada. Our PGA Professionals and apprentices greatly influence the way people play, the product they use and how they look when playing at golf facilities across our Section.

Through our partnership and advertising programs, we offer a variety of vehicles used to deliver exposure to these highly influential PGA Professionals and apprentices and their customers throughout our Section. Whether you are looking for direct contact with our members at a Section Tournament, Membership Meeting or Education Seminar or you would simply like to increase awareness of a new product or service in *TEE.SHOTS Magazine*, the Northern California PGA will create a customized package built to suit your company's needs. The PGA Professional is your best customer and your best salesperson!

**The Northern California PGA Section has an unparalleled reach to those who play, teach and sell the game of golf in Northern California and Northwestern Nevada.**



- 100% coverage of Northern California PGA Professionals
- 98% of PGA Professionals recommend specific equipment
- 16 times per week PGA Professionals give advice on equipment
- 86.5% of PGA Professionals specify name brand shafts, grips, etc.
- 52% of PGA Professionals said that trade advertising influences their buying decisions.

By partnering with the Northern California PGA Section, your message will reach our PGA Professionals and apprentices who hold influential positions such as General Managers, Directors of Golf, Head Golf Professionals and Assistant Golf Professionals.



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## Northern California Section

### Partnership Programs

The NCPGA Partnership Program offers a variety of vehicles to deliver exposure to our highly influential PGA Professionals and apprentices and their customers throughout Northern California and Northwestern Nevada. With a variety of programs, built to suit your company's individual needs and goals, our Partnership Team will work with you to achieve your goals.

Through onsite exposure at competitive golf tournaments, education seminars and membership meetings, you will have the ability to increase your market size and create broad band exposure through showcasing your product via targeted sampling opportunities, hosting in depth product demonstrations via education seminars and meeting one-on-one with industry leaders while building lasting relationships. In addition, you will also have the opportunity to advertise products and/or special promotions through Section Communications and Publications to ensure that your message reaches our membership throughout our partnership.

#### NCPGA Partnership Programs

Presenting Partner Programs starting at \$6,000

Supporting Partner Programs starting at \$3,000

Contributing Partner Programs starting at \$1,000

*As a sponsor of the Northern California PGA, we are provided the opportunity to get our message to PGA Professionals and create lasting relationships that would be difficult to achieve through any other means.*

*David Nelson  
Western Regional Sales Manager  
Club Car, Inc.*



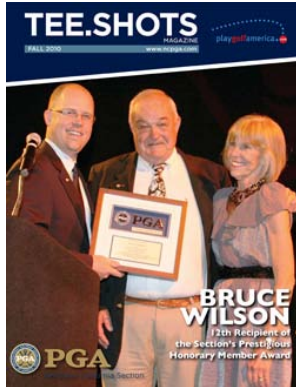


# PGA

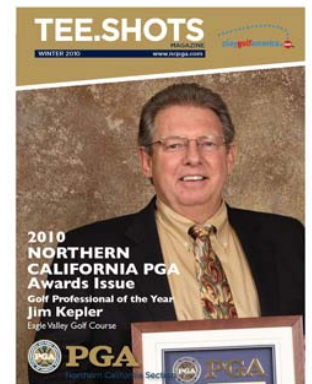
Northern California Section

## Advertising Opportunities

*TEE.SHOTS Magazine, The NCPGA Professional's Official Section publication*



TEE.SHOTS Magazine is produced three times per year and features important information for PGA Professionals and apprentices, industry manufacturer representatives as well as sports media personnel. Once in print, the entire content of the magazine, including ads as they appear in print, is available online after mail distribution for ease of accessibility as well as increased exposure for our partners.



**Frequency:** Every 4 months (3 times per year)

**Circulation:** 1,300

TEE.SHOTS Magazine is distributed to 100% of NCPGA Professionals in addition to Northern California Golf Industry Representatives and Sports Media Representatives.

**Trim Size:** 8.5" x 11"

### Editorial Calendar

**January - Annual Special Awards Edition:** This commemorative edition serves as a tribute to the leaders within the golf industry in the Northern California Section.

**May - Season Kick-off:** This edition highlights key events from the start of the year as well as current events and features of interest to our PGA Professionals. This is the perfect time to encourage and promote buying of your merchandise and apparel.

**October - Season Wrap-Up:** This edition highlights key events from the heart of the tournament season as well current events and features of interest to our PGA Professionals. This is the perfect time to showcase new lines.

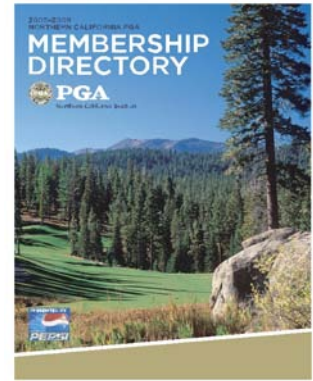
### Rates

Page Size	Annual (3X)	Featured (1X)
Inside Front	\$2,550	\$1,000
Inside Back	\$2,550	\$1,000
Back Cover	\$2,550	\$1,000
Full Page	\$1,900	\$750
Half Page Vertical	\$1,275	\$500
Half Page Horizontal	\$1,275	\$500
One-third Vertical Strip	\$765	\$300

*\*15% discount is applied to all Annual Advertising Rates*

## NCPGA Online Annual Directory of Golf

The Northern California PGA produces an annual online membership directory which is used as a continual reference guide for our PGA Professionals, apprentices and partners throughout the year. This directory contains the valuable contact information for each allied association, member and facility within our Section. In an effort to keep our Directory up-to-date, all the information is updated two-times per year.



**Circulation:** 1,100 – 100% of NCPGA Professionals and apprentices

**Trim Size:** 8.5" x 11"

### Rates

Page Size	Annual (2X)	Featured (1X)
Full Page	\$1,275	\$750
Half Page Horizontal	\$850	\$500

*\*15% discount is applied to all Annual Advertising Rates*

## Online & Email Advertising

The Northern California PGA Section communicates on a frequent basis with our membership through web-based communications. **NCPGA eNews** is sent weekly to our membership and includes up to date National and Section News, event and sponsor information. The Northern California PGA can also send a separate **NCPGA eBlast** email message to our members completely dedicated to your company and your message. This represents the best and most efficient method of delivering your message to our membership. In an effort to further reach your target market, we can also segment your **NCPGA eBlast** based upon characteristics such as job classification, region and facility type.

The NCPGA website provides our members with on-demand information relating to industry news, membership, education, tournaments, Growth of the Game initiatives, the NCPGA Foundation and sponsor alliances. The internet home of the Northern California PGA, [www.ncpga.com](http://www.ncpga.com), receives an average of more than 8,000 visits per month for an average of 96,000 total visits per year.

## NCPGA eNews Newsletter

**Frequency:** Weekly

**Circulation:** 1,100 – 100% of NCPGA Professionals and apprentices

### Rates:

Article with Link(s)	\$1,200*
Ad Banner	\$600
(Size: Square 120 x 120/ Position: Right)	

*\*50% Discount is provided to NCPGA Professionals, Section Partners and Advertisers*





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## Advertising Opportunities

### NCPGA eBlasts



**Frequency:** On demand, limited to one per month

**Circulation:** 1,100 - 100% of NCPGA Professionals and apprentices

**Rates:**

Single eBlast: \$1,200\*

Set-up fee for segmentation: \$300\*

*\*50% Discount is provided to NCPGA Professionals, Section Partners and Advertisers*

### NCPGA Website Banners

**Homepage Ad Banner** \$1,200 / month

Size: Skyscraper 120 x 120/ Position: Center



**Top Viewed Pages Ad Banner** \$600 / month

(Tournament Schedule, Members Only, Calendar)

Size: Skyscraper 120 x 120/ Position: Center



### Direct Mail Advertising

The Northern California PGA also communicates with our members using direct mail pieces to communicate important information and events to our membership. You can reach our membership through a direct mail piece created by your company using our one-time use mailing labels.

**Frequency:** On demand

**Circulation:** 1,100 - 100% of NCPGA Professionals and apprentices

**Rates:** One-Time Use Mailing Labels - Cost: \$1,200

*\*50% Discount is provided to PGA Professionals, Section Partners and Advertisers*



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## Digital Specifications & Deadlines

### *NCPGA TEE.SHOTS Magazine*

<u>Issue</u>	<u>Space Reservation</u>	<u>Materials</u>	<u>Distribution</u>
Awards Edition	December 15, 2010	January 15, 2011	February 15, 2011
Spring	April 15, 2011	May 15, 2011	June 15, 2011
Fall	August 15, 2011	September 15, 2011	October 15, 2011

<u>Page Size</u>	<u>Actual Size</u>	<u>Bleed Size</u>
Full Page	8.5" x 11"	8.75" x 11.25"
Half Page Vertical	3.5" x 9.25"	3.75" x 11.25"
Half Page Horizontal	7.125" x 4.875"	8.75" x 5.75"
One-third Vertical Strip	2.25" x 9.25"	2.75" x 9.75"

### *NCPGA Directory of Golf*

<u>Issue</u>	<u>Space Reservation</u>	<u>Materials</u>	<u>Distribution</u>
Spring/Summer	February 15, 2011	March 15, 2011	April 15, 2011
Fall/Winter	September 15, 2011	October 15, 2011	November 15, 2011

<u>Page Size</u>	<u>Actual Size</u>	<u>Bleed Size</u>
Full Page	8.5" x 11"	8.75" x 11.25"
Half Page Horizontal	7.125" x 4.875"	8.75" x 5.75"

### Digital File Requirements

The Northern California PGA only accepts digital files. All logos must be delivered in both high resolution jpeg and eps files. All advertisements must be supplied as high resolution and be at least 300 DPI. Accepted File Types: Photoshop (file types: eps, jpg or tif), Illustrator (file type: eps - fonts must be turned to outlines) or High Resolution Adobe Acrobat (file type: PDF).



# PGA

Northern California Section

## Northern California PGA

411 Davis Street, Suite 103  
Vacaville, California 95688  
PH (707) 449-4742  
FX (707) 449-4755  
ncal@pgahq.com  
www.ncpga.com

## Partnership Programs & Advertising

### Chris Thomas

Executive Director & COO  
PH (707) 449-4742 ext. 104  
csthomas@pgahq.com

### Nancy Maul

Assistant Executive Director & NCPGA Foundation Managing Director  
PH (707) 449-4742 ext. 105  
nmaul@pgahq.com

### Brandon Hill

Tournament Director  
PH (707) 449-4742 ext. 106  
brhill@pgahq.com

## Advertising & Insertion Orders

### Jennifer Noël

Executive Assistant & Communications Specialist  
PH (707) 449-4742 ext. 102  
jnoel@pgahq.com

*By partnering with the Northern California PGA Section at our Tournaments, Education Seminars or advertising in a variety of our publications and communications vehicles such as TEE.SHOTS Magazine, eNews, dedicated eBlasts, exposure on NCPGA.com or direct mailings to our membership, your message will reach an audience of the individuals who are working day-to-day on the grass roots level.*