



PGA

Northern California Section

**2010
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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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.*



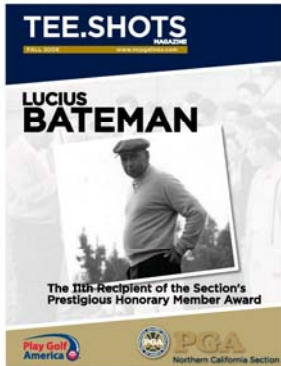


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Advertising Opportunities

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.

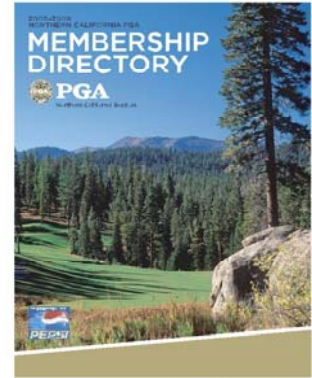
Rates

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, 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	November 15	December 15	January 15
Spring	April 15	May 15	June 15
Fall	August 15	September 15	October 15

<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	March 15	April 15
Fall/Winter	September 15	October 15	November 15

<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).



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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.