The NCPGA Partnership Program is your direct connection to the most influential and important people in golf: PGA Professionals.

NCPGA Professionals are 1,100 strong. They are golf’s most passionate and best-educated spokespersons. And because NCPGA Professionals enjoy unparalleled day-to-day interaction with over 600,000 golfers as they teach, sell, manage, play, and grow the game, they have unparalleled influence.

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. They are programs that influence and educate PGA Professionals throughout the year by employing exclusive print, digital, and experiential strategies; innovative programs developed by golf people who understand the challenges and opportunities of golf’s competitive marketplace.

Whether you are looking for direct contact with our members at a Section tournament, membership meeting or educational seminar, or you would simply like to increase awareness of a new product or service, 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!

Call us … we look forward to helping your company.
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.

The Northern California PGA Section has an unparalleled reach to those who promote, teach and sell the game of golf in our region. Your message will reach our PGA Professionals and apprentices who hold influential positions such as General Managers, Directors of Golf, Head Golf Professionals, Directors of Instruction and Assistant Golf Professionals.

By partnering with the Northern California PGA Section at our tournaments, educational seminars, or advertising in a variety of our publications and communications vehicles such as NCPGA Annual Review Magazine, eNews, dedicated eBlasts, exposure on www.ncpgalinks.com or direct mailings to our membership, your message will reach an audience of the individuals who are working day-to-day at the grassroots level.

Through onsite exposure as well as digital marketing, you will have the ability to increase your market size and create broad band exposure.

Package Options include:

<table>
<thead>
<tr>
<th>Presenting Partner</th>
<th>Supporting Partner</th>
<th>Contributing Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs starting at $6,000</td>
<td>Programs starting at $3,000</td>
<td>Programs starting at $1,000</td>
</tr>
</tbody>
</table>

ADVERTISING OPPORTUNITIES: EMAIL MESSAGING

The Northern California PGA Section communicates on a frequent basis with our membership through web-based communications. NCPGA e.Quip.u News is sent weekly to our membership and includes up to date national and section news, event and sponsor information as well as player development, best practices and employment. 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.

**NCPGA e.Quip.u News**

**Frequency:** Published Weekly

**Circulation:** 1,100 (100%) PGA Professionals and Apprentices

**NCPGA eBlasts**

**Frequency:** Published on-demand, limited to once per month

**Circulation:** 1,100 (100%) PGA Professionals and Apprentices

**Rates:**

<table>
<thead>
<tr>
<th>NCPGA e.Quip.u News</th>
<th>Publish Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article with link(s)</td>
<td>$550*</td>
</tr>
<tr>
<td>Ad Banner</td>
<td>$225</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>NCPGA eBlast</th>
<th>Publish Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single eBlast</td>
<td>$550*</td>
</tr>
</tbody>
</table>

*50% discount is provided to NCPGA Professionals, Section partners, and advertisers.
ADVERTISING OPPORTUNITIES: SOCIAL MEDIA

Reach

- 1,100
- 1,100
- ~500

Sponsor supplied image or video with two lines of text and link. This option allows for one post per sponsor per week and is subject to available space. Sponsor to supply high resolution .jpg or .png image file.

ADVERTISING OPPORTUNITIES: ONLINE ADVERTISING

NCPGA Links Website Banners & Video

Sponsor supplied banner ad or video which can be updated at anytime throughout the month.

Rates: $125/week

Size: 515x289 px (Sponsor to supply high resolution .jpg or .png file)
ADVERTISING OPPORTUNITIES: NCPGA ANNUAL REVIEW

The NCPGA Annual Review is produced annually and is the year-end recap for PGA Professionals and apprentices, industry manufacturer representatives as well as sports media personnel. Once published, the entire content of the magazine, including ads as they appear, is available online in our archive for ease of accessibility as well as increased exposure for our partners.

**Frequency:** Published Annually

**Circulation:** 1,300 (PGA Professionals and Apprentices). The NCPGA Annual Review is distributed to 100% of NCPGA Professionals in addition to Northern California golf industry representatives and sports media representatives online only.

**Trim Size:** 8.5” x 11”

**Page Specifications:**

<table>
<thead>
<tr>
<th>Page Dimensions</th>
<th>Live Area</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
<td>8.75” x 11.25”</td>
</tr>
<tr>
<td>1/2 Horizontal 3 Column</td>
<td>8.5” x 5.5”</td>
<td>8.75” x 5.75”</td>
</tr>
<tr>
<td>1/3 Vertical 1 Column</td>
<td>2.25” x 11”</td>
<td>2.5” x 11.25”</td>
</tr>
<tr>
<td>Spread</td>
<td>16” x 11”</td>
<td>16.75” x 11.25”</td>
</tr>
</tbody>
</table>

Retain all live matter at least 5/16” from final trim. Bleed ads must be centered to allow for positioning on either right or left-hand page. Gutter allowance for spread is 1/8” at each face. Ads are to be sent in digital format in accordance with the specifications attached. All logos must be delivered in both high resolution .jpg and .eps files.

**File Formats:** PDF reproduction resolution files highly recommended and preferred. If there are any questions, contact Ellen Lalande at (707) 449-4742 or elalande@pgahq.com. Images must be CMYK, 300 dpi. If Illustrator images are used, ALL fonts must be converted to outline; otherwise all screen and printer fonts must be supplied with the document. Select fonts from the font list in the application software used; do not bold or italicize fonts using the attribute box. Adobe fonts strongly recommended; no Multiple Master, TrueType or bitmap system fonts.

**Proof Requirements:** Supply a digital proof that matches the supplied digital ad. The Publisher reserves the right to decline any advertising at his sole discretion or the discretion of the PGA of America. The Publisher will not be bound by any conditions appearing on contracts, orders, or copy instructions which conflict with the Publisher’s policies. Advertiser agrees to indemnify, defend, and save harmless the Publisher and The PGA of America from any actions, expenses, or claims arising out of anything contained in such advertising, or the unauthorized use of any person’s name or photograph, or of any words, trademarks, artwork or copyrighted matter contained in advertising.

**Rates:**

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Publish Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Inside</strong></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$750</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$500</td>
</tr>
</tbody>
</table>

**Editorial Calendar:**

**Executive, Committee, Chapter & Division Reports:** This section provides an overview of the Section and activities conducted across all levels.

**Special Awards:** This section serves as a tribute to the leaders within the golf industry in the Northern California Section.

**Event Recaps:** This section provides a snapshot of tournaments and their champions, education seminars, and governance meetings.
GET TO KNOW YOUR NORTHERN CALIFORNIA PGA PROFESSIONAL

CONTACT THE NCPGA TODAY!

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