

SCGA

2015 Media Kit

FORE MAGAZINE
PLUSFORE
SCGA.ORG
DIGITAL CAMPAIGNS
SPONSORSHIP OPPORTUNITIES





OFFERINGS

SCGA print and electronic communications inform and entertain its 160,000 loyal, affluent members and offer valuable details about programs and an expanding list of quality member services. Combined with our sponsorship program, the SCGA today offers numerous opportunities to align your brand with the most passionate and influential golfers in Southern California.

More than

1,300

Member Clubs

(Includes Every Private Country Club in the Region)

160,000

Total Members

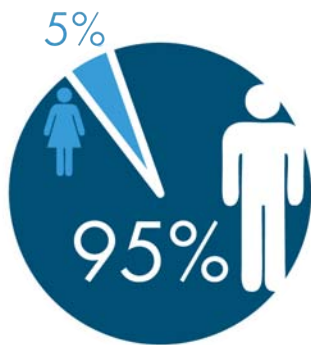




OUR MEMBERS

SCGA members are the most avid golfers in Southern California, both in frequency of play and attitudes towards the game. They read the SCGA's FORE Magazine (416,000 reads per issue) and are a part of an active online community. They are seen by their peers as golf experts, and consider golf not just a sport, but a lifestyle.

BREAKDOWN

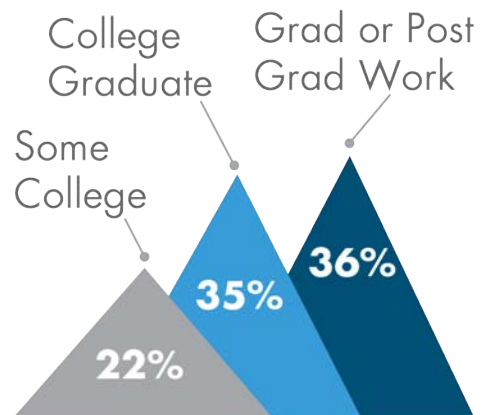


AVERAGE AGE

58



AFFLUENT & EDUCATED



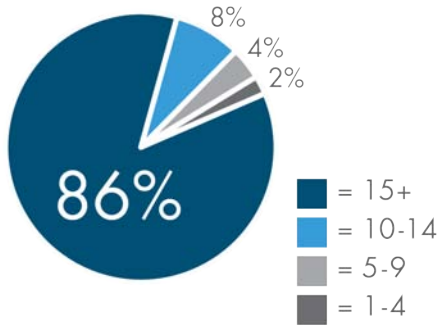
To advertise, please contact Tom Black: (562) 590-5143 | tblack@scga.org



OUR MEMBERS

GOLF PROFILE

Rounds of Golf Played
(Past 12 months)



54% Would play golf every day if possible

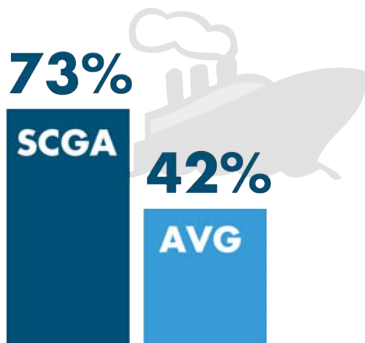
50% Plan Vacations centered around Golf

47% Play Competitive Golf

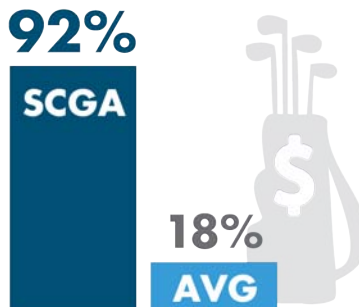
7+ Golf rounds played per month

SPENDING HABITS

Booked a Leisure Trip



Purchased Golf Equipment in the past year



\$6K
Annual Vacation Budget

HOW SCGA CONNECTS WITH ITS MEMBERS

Members describe the SCGA as:

Knowledgeable
Reliable
Trustworthy

78%
of our members read SCGA newsletters or emails



89%
Read FORE Magazine



FORE MAGAZINE

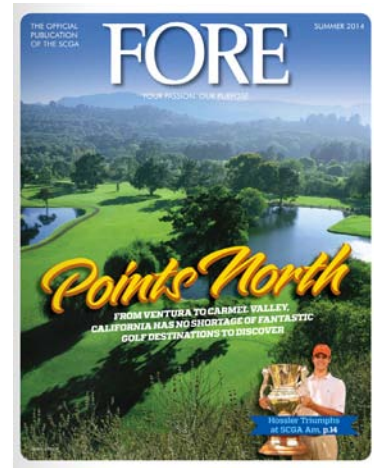
The SCGA's FORE Magazine is Southern California's premier golf and lifestyle publication, and is mailed to the homes of every SCGA member. Features include personality profiles, travel features, restaurant reviews, apparel, equipment and more.

AD RATES	1x	2x	4x
Full page	\$8,250	\$7,590	\$7,013
2/3 page	6,950	6,394	5,908
1/2 page	5,250	4,830	4,462
1/3 page	4,250	3,910	3,612

COVER AND SPREAD RATES

IFC / IBC	\$9,270	\$8,528	\$7,880
Back cover	11,000	10,120	9,350
2-page spread	15,950	14,674	13,558

all rates are gross.



SPECIALTY ADVERTISING AND INSERTS

POLYBAG

Polybag FORE Magazine with a supplied 2-page insert

4-PAGE COVER WRAP – GLOSS OR CARD STOCK

Print and bind a full-size custom cover wrap around FORE Magazine (8.25" x 10.5")

BELLY BAND

Print and affix a 5" tall belly band around horizontal center of FORE Magazine (18.25" x 5")

BLOW-IN CARD

Print and insert a single leaf card (4" x 6")

2-PAGE BIND-IN CARD WITH PERF

Print and insert a 2-page full size bind in card with vertical perforation. Card will be removable by reader (8.25" x 10.5")

8-PAGE SADDLE STITCHED BOOKLET

Print an 8-page saddle stitched booklet that is glue-tipped with releasable adhesive to a signature break. Booklet will be removable by reader (7.75" x 10")

GATEFOLDS, Z FOLDS, FRENCH/BARN DOORS

Calls attention to your standard ad and encourages reader interaction by extending the usable ad space (8.25" x 10.5")

PLEASE NOTE: Special Insert materials are due an additional 8 business days prior to material close date of magazine. **COMMISSIONS, CASH DISCOUNTS & PAYMENTS:** Commissions equalling 15% of gross allowed to recognized agencies for accounts paid in full within 45 days of invoice date. First-time and all mail-order advertisers must pay in advance. Invoices more than 45 days in arrears are subject to a 1.5% surcharge, plus any appropriate collection agency and/or attorney fees incurred.

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plusFORE

The SCGA is proud to announce the launch of a new digital supplement to FORE magazine, plusFORE. This interactive, 8-12 page digital magazine e-blasts straight to the inboxes of SCGA members eight times per year (every month that FORE Magazine is not printed) and includes fresh, up-to-the-minute exclusive content and multimedia advertising opportunities to excite and engage readers.



- Annual reach: 1,000,000
- Bold photos, fresh look
- Timely news and information
- Mobile phone and tablet-accessible
- Hotlinks for products and promotions
- All ads trackable and measurable
- Video and multimedia opportunities

AD RATES	1X	2X	4X	Year-Long (8X)
Spread	\$1,750	\$1,500	\$1,250	\$1,000
Full page	\$1,250	\$1,100	\$950	\$800
Page takeover	\$500	\$400	\$250	INCLUDED
Embedded video	\$500	\$400	\$250	INCLUDED

Spread



Full page



Page takeover



Video Embed





2015 CALENDAR

ISSUE	CLOSES	MATERIALS DUE	MAILS / EMAILS
FORE - WINTER	Jan. 3	Jan. 8	Jan. 23
plusFORE - Feb.	Feb. 1	Feb. 7	Feb. 15
plusFORE - March	March 1	March 7	March 15
FORE - SPRING	April 1	April 5	April 24
plusFORE - May	May 1	May 7	May 15
plusFORE - June	June 1	June 7	June 15
FORE - SUMMER	July 1	July 5	July 23
plusFORE - Aug.	Aug. 1	Aug. 7	Aug. 15
plusFORE - Sept.	Sept. 1	Sept. 7	Sept. 15
FORE - FALL	Oct. 1	Oct. 5	Oct. 23
plusFORE - Nov.	Nov. 1	Nov. 7	Nov. 15
plusFORE - Dec.	Dec. 1	Dec. 7	Dec. 15

2015 EDITORIAL

FORE - WINTER

ORLANDO - Stay and Play opportunities for all budgets

LA QUINTA RESORT & SPA - A look at the renovations and upgrades

FORE - SPRING

RIVERSIDE - Stay and Play opportunities for all budgets

SANTA BARBARA COUNTY - Golf, wine & dine

GOLF IN CANADA - Must-play destinations

FORE - SUMMER

OREGON - Bandon and Bend - Stay & Play opportunities for all budgets

GOLF IN CALIFORNIA'S NATIONAL PARKS

FORE - FALL

MYRTLE BEACH - Stay and Play opportunities for all budgets

CABO - Mexico's boomtown



DIGITAL OPPORTUNITIES

DEDICATED eBLAST

SIZE	REACH	COST/DURATION	OPEN RATE
600 x 800 px	135,000	\$6,000/blast	30%

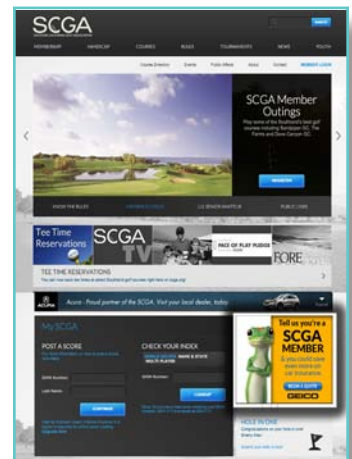
The SCGA's premium digital opportunity. A dedicated blast sent to SCGA members and opt-in golfers interested in golf travel, equipment and lifestyle. You provide the HTML or JPEG file, and we'll send it out. No more than one eBlast per week is sent. eBlast must contain a special offer to SCGA members.



WEBSITE BANNER

SIZE	REACH	COST/DURATION
300 x 250 px	80,000 unique visitors/mo - 450,000 views/mo	\$1,500/30 days
(Premium Leaderboard)		
924 x 250 px		\$3,500/7 days

This option is best for the client who wants to reach the largest audience of both members and non-members. Includes rotation among premium advertisers on every page of the site.



Ask us how you can segment your communications by geographic location, handicap index, club type & more!



eRevision BANNER

SIZE	REACH	COST/DURATION	OPEN RATE
300 x 250 px	92,000	\$1,700/Issue	90%
400 x 100 px		\$1,700/Issue	

Personalized bimonthly email sent the 1st and 15th of every month, which includes the golfer's updated Handicap Index and current score file.

eNEWS BANNER

SIZE	REACH	COST/DURATION	OPEN RATE
300 x 250 px	150,000	\$1,200/Issue	25-30%

Bimonthly e-newsletter sent out to SCGA members and subscribers every other Monday. Features news, updates and teasers that drive visitors to the SCGA website.

eNEWS FEATURE

SIZE	REACH	COST/DURATION	OPEN RATE
35 Words + photo & link	150,000	\$1,700/Issue	25-30%

A highlighted text-and-photo spotlight that links to your website. A popular option for travel destinations.



SPONSORSHIP OPPORTUNITIES

Opportunities for **year-long exposure** to the SCGA's 160,000+ membership base through digital, print, on-site activities and program sponsorship. Opportunities include:

- Product Sampling
- Product Demonstrations
- Product Distribution
- Product Placement
- Speaking Opportunities
- Surveys
- Collateral Distribution
- Sweepstakes
- Giveaways / Prizes
- Product Reviews

- Exclusive SCGA Member Offers
- Club or Course Outreach
- Official SCGA Partner Status
- Program Sponsorship
- Youth Program Sponsorship
- Video Program Sponsorship
- Tournament Sponsorship
- Sponsored Print Content
- Social Media Marketing
- Direct Mailings (*can be region specific*)



SCGA SWEEPSTAKES

The perfect way to promote travel destinations, events or new products. These SCGA-branded communications engage 155,000+ active and affluent SCGA members who enter contest for valuable and exclusive prizes. An opt-in form is also added to your contest to enable SCGA members to receive more information from your brand. Opt-in rates for SCGA sweepstake average more than 51%, providing you with invaluable data to continue the conversation with our audience!

All sweeps include:

- One week leaderboard ad on scga.org (\$3,500 value)
- One dedicated email blast to all SCGA members (\$6,000 value)
- Banner ad on scga.org for 1 month (\$1,500 value)
- One SCGA eNews Special Offer (\$1,700 value)
- Follow-up email to sweepstakes participants (\$1,500 value)
- Data collection opportunity and delivery (\$5,000 value)

TOTAL VALUE - \$19,200 COST - \$12,000



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SPECS - FORE MAGAZINE

FORE AD PAGE SIZES

- NOTE: FORE spine is Perfect Bound
- Full Page: trim size is 8.25 inches x 10.5 inches PLUS .125 bleed on all sides
- 2-page Spread: trim size is 16.5 x 10.5 in PLUS .125 bleed on all sides
- 2/3-page: 4.75 x 9.5
- 1/2-page (horizontal): 7.125 x 4.75 in
- 1/3-page (vertical): 2.25 x 9.5 in
- 1/3-page (square): 4.75 x 4.75 in

NOTE: Build full-page ads to 8.5 x 10.5 inches, even if they are nonbleed. Allow 5/16-inch for safety margin.

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least 5/16-inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less-than-full-page ads.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.



SHIPPING AND EMAIL INSTRUCTIONS

FORE Magazine
 Attn: Michelle Krasodomski
 3740 Cahuenga Boulevard
 Studio City, CA 91604
 818/980-3630 • 818/980-1808 (FAX)
 E-mail: mkrasodomski@scga.org

FILE FORMATS

PDF and PDFX1A are acceptable. Use the following Adobe Distiller settings for best results:

General: Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding.

Compression: For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi.

Fonts: Embed, and subset all embedded fonts below 99%.

Color: When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve Overprint Settings.

SUPPORTED AD MEDIA, SOFTWARE & GUIDELINES

Submit ads via email. FORE Magazine prefers to receive ads generated in Adobe PDF. DO NOT submit ads in PageMaker, MS Word or PC formats.

Fonts: Include all screen and printer fonts. Convert all fonts to outline, where available. Do not apply attributes to fonts.

Images: All linked images must be included. All images must be supplied as CMYK or grayscale, NOT RGB.

Photos should be TIFF or Photoshop EPS at 300 dpi for best results.

Graphics: For best results, logos and graphics should be created in Adobe Illustrator or saved as EPS files.

Color: All colors must be defined as/converted to CMYK process. Follow SWOP specifications when possible.

Do not attach color profiles.

Layers: All files should be flattened before saving.



SPECS - plusFORE

SPREAD



14.22" x 9.48"
4266px x 2844px

FULL PAGE



7.11" x 9.48"
2133px x 2844px

EMBEDDED VIDEO



1280 x 720 HD
Resolution Preferred

Ad Materials Submission Instructions:

Please send ad materials by e-mail to mkrasodomski@scga.org.

All plusFORE materials are due at least seven days before email date.

Format ads as PDF or PDFX-1a with high resolution (300dpi) images and all fonts and links embedded.

General: Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding. **Compression:** For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi. **Fonts:** Embed, and subset all embedded fonts below 99%. **Color:** When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve overprint settings.

Embedded Video Specifications

Send us two PDFs of your ad, one with a box that shows where you would like the video placed, and another PDF without the placement box (that is the file we'll use in the final version). Frames or boxes around video are not recommended as they might shift a little depending on the browser, and a frame would make that shift obvious.

All embedded videos must be hosted on YouTube. 1280x720 HD resolution is preferred (but not required) for all videos. Please send us a link and we will embed the video in your ad. Videos will not autoplay and must be clicked by the plusFORE reader.