

NCGA GOLF



Media Kit

Overview

NCGA Golf is the official publication and the main communications vehicle of the 120-year-old Northern California Golf Association, which features a membership community of over 200,000 golfers and 1,400 clubs. Members are from San Francisco, Silicon Valley, Napa, Sonoma, Monterey, Lake Tahoe and Sacramento areas. Published four times a year, the magazine concentrates on local events, news, people, and issues in the Northern California golfing community. Each issue is delivered by mail directly to the homes of NCGA members, and additional copies are distributed through the private and public member club facilities of the NCGA. In 2019, the magazine was among the winners at the 26th annual ING Media Awards.



Founded

1901

200,000

1,400

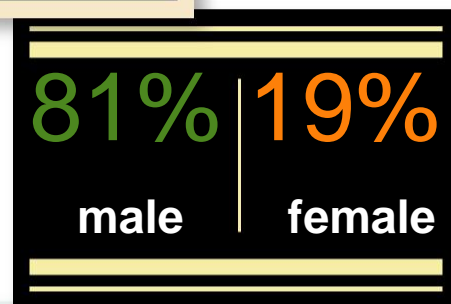
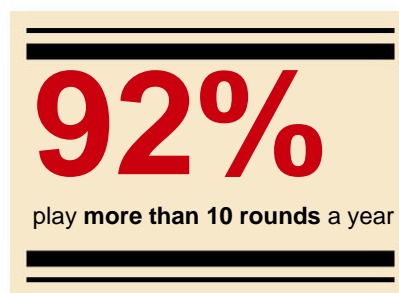
Members

Clubs



Member Profile

One of the most distinguished audiences in golf, the NCGA membership community utilizes more than 400 regional facilities, in Silicon Valley, San Francisco and the Bay Area, Sonoma, Napa, Monterey and Sacramento regions.

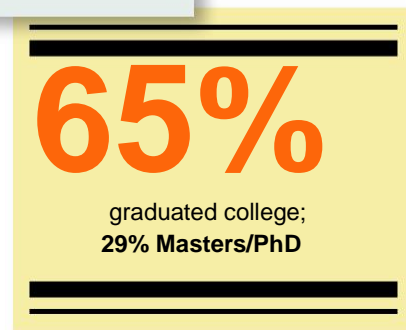
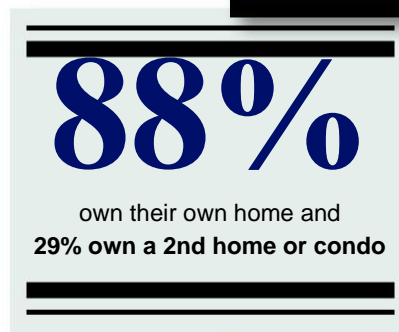


Average Age

59.2

30%

Private Club Members



A Travel Focused Membership

57.3%

have taken 2 or more golf trips
in the past 12 months

84%

took at least one golf trip
in the last 12 months

78%

plan to take a golf trip
in the next 12 months

Considering for Future Travel (*non-lower 48*)

- 1 Hawaii
- 2 UK and Ireland
- 3 Mexico
- 4 Canada

Considering for Future Travel (*lower 48*)

- 1 Las Vegas & Nevada
- 2 Palm Springs
- 3 Arizona
- 4 San Diego
- 5 Bandon Dunes & Oregon
- 6 Santa Barbara
- 7 Texas
- 8 Florida
- 9 Carolinas



Companies Headquartered in Northern California

Adobe Systems	Gap Inc.	Safeway
Alphabet Inc.	GoPro	Salesforce.com
Apple Inc.	HP Inc. (formerly Hewlett Packard)	Sephora
Avaya	Industrial Light & Magic	Square, Inc.
Charles Schwab Corporation	Intel	Tesla Motors
Chevron Corporation	Kaiser Permanente	Twitter
Cisco	LinkedIn	Uber
Ebay	Lockheed Martin Space Systems	Ubicom
Electronic Arts	Lyft	Visa, Inc.
Ericsson	PayPal	Wells Fargo Bank
Facebook	Pixar	Williams-Sonoma
Fisher Investments	Polycorn	Yahoo!
Franklin Templeton Investments	Qualcomm Atheros	YouTube

Partial List of Clients

Bandon Dunes	Full Swing Golf	Robert Trent Jones Golf Trail
Bayonet Black Horse	Golfzon	Rolex
Carmel Valley Ranch	La Quinta Resort	Skytrak
Carr Golf	Marchesi Antinori Wines	TaylorMade
Cleveland / Srixon / XXIO	Old Greenwood	Wailea Golf Club
Club Glove	Pebble Beach Resorts	Yamaha
Desert Mountain	PING	
Foresight Sports	Red Ledges	

Two of America's 25 highest-income counties are to be found in Northern California:

Santa Clara and Marin.*

** Source: 2012 US Census Bureau's American Community Survey*

Digital Solutions

NCGA.ORG WEBSITE

Our website provides non-members and members access to information, education and opportunities to enjoy their best golf life. Members can post scores, register for golf events, learn about the Rules and see video tips to enjoy the game more.

Advertising opportunities: Home Page Banner Ad: \$1,500 (one month)

EMAIL MARKETING

Our email communications serve as a great way to reach our large and already engaged audience of Northern California golfers---130,000 to be exact with open rates over 35%!

You'll be able to deliver targeted offers and messages that are easily measurable for a relatively low cpm.

Vehicles include:

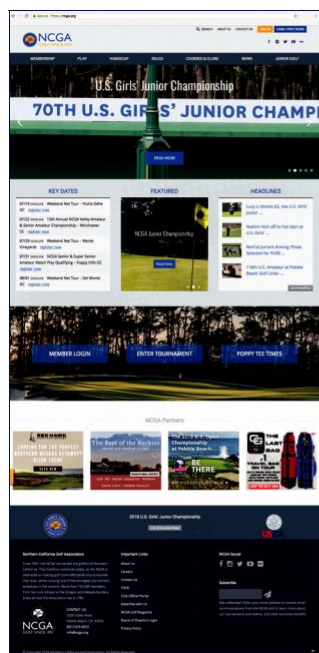
- NCGA PLUS Digital Newsletter (monthly): \$1,500
- Dedicated E-Blast: \$7,000
- NCGA Member Exclusives (monthly): \$3,000
- E-Revision Feature-- Official USGA Handicap Index (1st and 15th of each month): \$2,000
- Women's Newslinks Newsletter Sponsorship (bi-monthly): \$1,500

*note that all email marketing requires a special NCGA Member Benefit.

SPONSORSHIPS

Additional sponsorship opportunities can be customized for NCGA Partners, including events such as casual outings, competitive tournaments, Seniors, Women, etc, as well as on-site at NCGA golf courses Poppy Hills in Pebble Beach and Poppy Ridge in Livermore.

NCGA.org



NCGA Dedicated E-Blast



NCGA E-Revisions



NCGA Member Exclusives



NCGA Golf Plus

In July 2017, the Northern California Golf Association launched *NCGA Golf Plus*, a monthly publication that is sent via email to over 92,000 members of the Northern California Golf Association. *NCGA Golf Plus* appears in a user-friendly digital reader accessible via the Internet, so it requires no software downloads.

NCGA Golf Plus features bonus content not seen in the print edition and is highly visual while delivering relevant content to members of the NCGA. With the print magazine published four times per year, the online *NCGA Golf Plus* focuses on timely issues covering breaking news, tournament recaps, instruction pieces, equipment updates, videos and much more.



NCGA Golf Plus

Inside the Numbers

MONTHLY USER VIEWS

**(Based on 2020
Traffic)**

140,000



E-REVISION STATS

**Average 135,000
Members**

51% OPEN RATE



NCGA.ORG WEBSITE

Average Session

3 MINUTES



NCGA.ORG WEBSITE

**Average Users
per Month**

80,000



Specifications

Page Specifications

Trim Size: 8" x 10.5"

Unit Size	Non-Bleed	Bleed
Full Page	7"(w) x 10"	8.25" x 10.75"
Two Page Spread	14.5"(w) x 10"	16.5" x 10.75"
1/2 Page Horizontal	7"(w) x 5"(h)	available on request
1/3 Page Square	4.625"(w) x 4.625"(h)	available on request
1/6 Page	2.25"(w) x 4.875"(h)	available on request

Submission Deadlines

Issue/Closing Dates

Please contact JulieYuen at Jyuen@pgamagazine.com for closing dates for each issue (Winter, Spring, Summer, Fall).

Commission

A 15% agency commission is allowed to recognized agencies.

Material Submission

To e-mail ad creative that has a maximum file size of 12MB, please send to kleeer@pgamagazine.com and copy JulieYuen at Jyuen@pgamagazine.com.

All ad materials larger than 12MB can be posted to the PGA Magazine Publications & Marketing Group's FTP Site:

Address: FTP:// 50.225.172.190
Acct: FTPggrw
Password: sesame

Note: Site is case sensitive, must use an ftp client (i.e. Fetch)

Please send email to Katelyn Leer at kleeer@pgamagazine.com and copy JulieYuen at jyuen@pgamagazine.com once the file has been posted.

Digital Specifications

PLUS: Trim size: 16" wide x 10.5" high

Bleed size: 16.5" wide x 10.75" high

1/4" type safety on all four sides

Submit high-resolution PDF file for placement

Our preferred format for advertisements is a high-resolution, reproduction-quality PDF/X-1a file.

It is highly recommended that all advertising creative be accompanied by a printed proof. Nonetheless publisher cannot assure that any or all differences between the proof and any submitted materials will be identified by publisher.

Dedicated eBlast submissions: Our preferred format for Dedicated eMail Blast advertisements is artwork as a jpeg. Width: 600 px wide. Height: Can be any height.

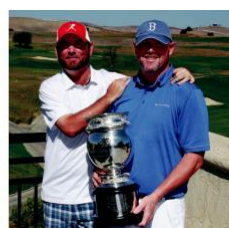
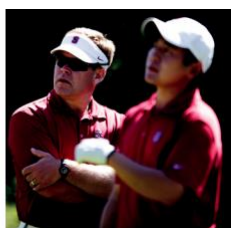
HTML will be accepted. Do not use external styles. Use inline styles. Submit plain HTML rather than email client-specific HTML, such as generated by Mail Chimp or MS Word. Width: 600 px or less. Height: Can be any height.

Do not include your social media links. Do not include footer links as we will include ours.

Note for InDesign submissions: All materials prepared using InDesign are required to be accompanied by a printed proof. Due to past problems with advertising submitted that were originally designed using InDesign software, Publisher will not take responsibility for the accuracy of any advertising reproduction (of text, color, trims or otherwise) if such ad was prepared using InDesign software whether a proof is submitted or not.

If you have any questions regarding PDF Files, please contact us at 215-914-2071. If you do not have the capability to create a PDF File, there will be a minimum charge of \$75 for us to transfer your ad into a PDF format.

For more information, please contact your sales representative.



Rates

	1x	3x	4x
Spread	\$16,000	\$14,400	\$12,240
Full Page	\$8,200	\$7,380	\$6,275
2/3 Page	\$7,000	\$6,300	\$5,355
1/2 Page	\$6,100	\$5,490	\$4,665
1/3 Page	\$5,500	\$4,950	\$4,205
1/4 Page	\$2,950	\$2,655	\$2,255
1/6 Page	\$2,500	\$2,250	\$1,925

Covers:

Inside Front Cover	\$9,250	\$8,325	\$7,075
Inside Back Cover	\$9,000	\$8,100	\$6,885
Back Cover	\$10,750	\$9,675	\$8,225

For more information, please
contact Nick Miguel at 831-622-
8296

REVAMPED RULES | U.S. AMATEUR PREVIEW | JIM FITZPATRICK PROFILE

NCGA GOLF

VOLUME 18 NUMBER 1 SUMMER 2017 PUEBLO BEACH, CALIFORNIA \$7.95

Championship Ready

Poppy Hills Makes Its USGA Debut By Hosting the U.S. Girls' Junior

PLUS:
The Best of the Pacific Northwest
Remembering Helen Lengford

REVAMPED RULES | U.S. AMATEUR PREVIEW | JIM FITZPATRICK PROFILE

NCGA GOLF

VOLUME 18 NUMBER 1 SUMMER 2017 PUEBLO BEACH, CALIFORNIA \$7.95

Championship Ready

Poppy Hills Makes Its USGA Debut By Hosting the U.S. Girls' Junior

PLUS:
The Best of the Pacific Northwest
Remembering Helen Lengford

ROLEX
THE DATEJUST 41
The new generation of the iconic Datejust. 41 mm in diameter, it features a fluted bezel, a diamond-set case and bracelet, and a white dial with Roman numeral hour markers. It is powered by the Rolex Calibre 2735, a self-winding mechanical movement with a 70-hour power reserve.

Kenner
UNIVERSITY MICROFILMS INTERNATIONAL

ROLEX
THE DATEJUST 41
The new generation of the iconic Datejust. 41 mm in diameter, it features a fluted bezel, a diamond-set case and bracelet, and a white dial with Roman numeral hour markers. It is powered by the Rolex Calibre 2735, a self-winding mechanical movement with a 70-hour power reserve.

Kenner
UNIVERSITY MICROFILMS INTERNATIONAL

AQUANA
UNPARALLELED CRAFTSMANSHIP
BERES 15-06

CONTENTS

FEATURES

24 **Lady Luck**
The story of a woman who has overcome adversity to become a professional golfer.

28 **U.S. Amateur Preview**
A look at the upcoming U.S. Amateur tournament and the players to watch.

32 **Kenner**
A look at the Kenner golf club and its history.

Cover Story

34 **Poppy Hills Ready for the U.S. Girls' Junior**
A look at the Poppy Hills Golf Club and its preparation for the U.S. Girls' Junior tournament.

REVAMPED RULES | U.S. AMATEUR PREVIEW | JIM FITZPATRICK PROFILE

NCGA GOLF

VOLUME 18 NUMBER 1 SUMMER 2017 PUEBLO BEACH, CALIFORNIA \$7.95

Championship Ready

Poppy Hills Makes Its USGA Debut By Hosting the U.S. Girls' Junior

PLUS:
The Best of the Pacific Northwest
Remembering Helen Lengford

REVAMPED RULES | U.S. AMATEUR PREVIEW | JIM FITZPATRICK PROFILE

NCGA GOLF

VOLUME 18 NUMBER 1 SUMMER 2017 PUEBLO BEACH, CALIFORNIA \$7.95

Championship Ready

Poppy Hills Makes Its USGA Debut By Hosting the U.S. Girls' Junior

PLUS:
The Best of the Pacific Northwest
Remembering Helen Lengford

PGA WEST
5 CHAMPIONSHIP COURSES. 3 MASTER DESIGNERS. 1 ICONIC RESORT.

Set at the base of the majestic Santa Rita Mountains, PGA WEST at La Quinta Resort plays host to a truly one-of-a-kind golf experience. Master of the game Peter Dink, Greg Norman and Jack Nicklaus have designed an iconic destination featuring five 18-hole, par 72 championship courses.

Enjoy exclusive golf benefits as a guest of La Quinta Resort, including complimentary "nightly rounds" allowing range access with complimentary range balls, bag storage and more.

To book, call 760.564.7610 or visit laquintaresort.com

PGA WEST **La Quinta Resort**

PGA WEST
5 CHAMPIONSHIP COURSES. 3 MASTER DESIGNERS. 1 ICONIC RESORT.

Set at the base of the majestic Santa Rita Mountains, PGA WEST at La Quinta Resort plays host to a truly one-of-a-kind golf experience. Master of the game Peter Dink, Greg Norman and Jack Nicklaus have designed an iconic destination featuring five 18-hole, par 72 championship courses.

Enjoy exclusive golf benefits as a guest of La Quinta Resort, including complimentary "nightly rounds" allowing range access with complimentary range balls, bag storage and more.

To book, call 760.564.7610 or visit laquintaresort.com

PGA WEST **La Quinta Resort**

Editorial Calendar



Winter

Cover Story: Spring Creek G&CC

Profile: Marion Hollins

Travel: Mexico: Baja

Divine Nine: Sea Pines

Instruction: Jordan Keyser

Equipment: Gadgets and Gizmos

On the Beat:

Murphy's Law: Sandy's Circle

Spring

Cover Story: Inside a Golf Facility Club Champions

On the Beat:

Profile: Michelle Wie

Travel: Idaho

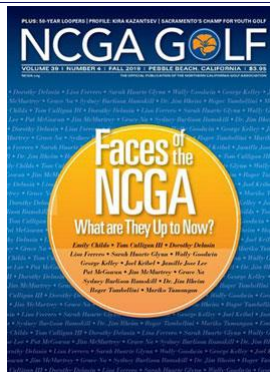
Day Trip:

Instruction:

Divine Nine:

Equipment:

Murphy's Law:



Summer

Cover Story: Different Games at Different Courses

Travel:

Day Trip:

Profile

Instruction: Winslow Woodard

Equipment:

Murphy's Law:

Fall

Cover Story: Between the Ears: Golf Psychology

Feature:

Travel: Oregon/Washington

Day Trip:

Profile:

Instruction:

Equipment:

