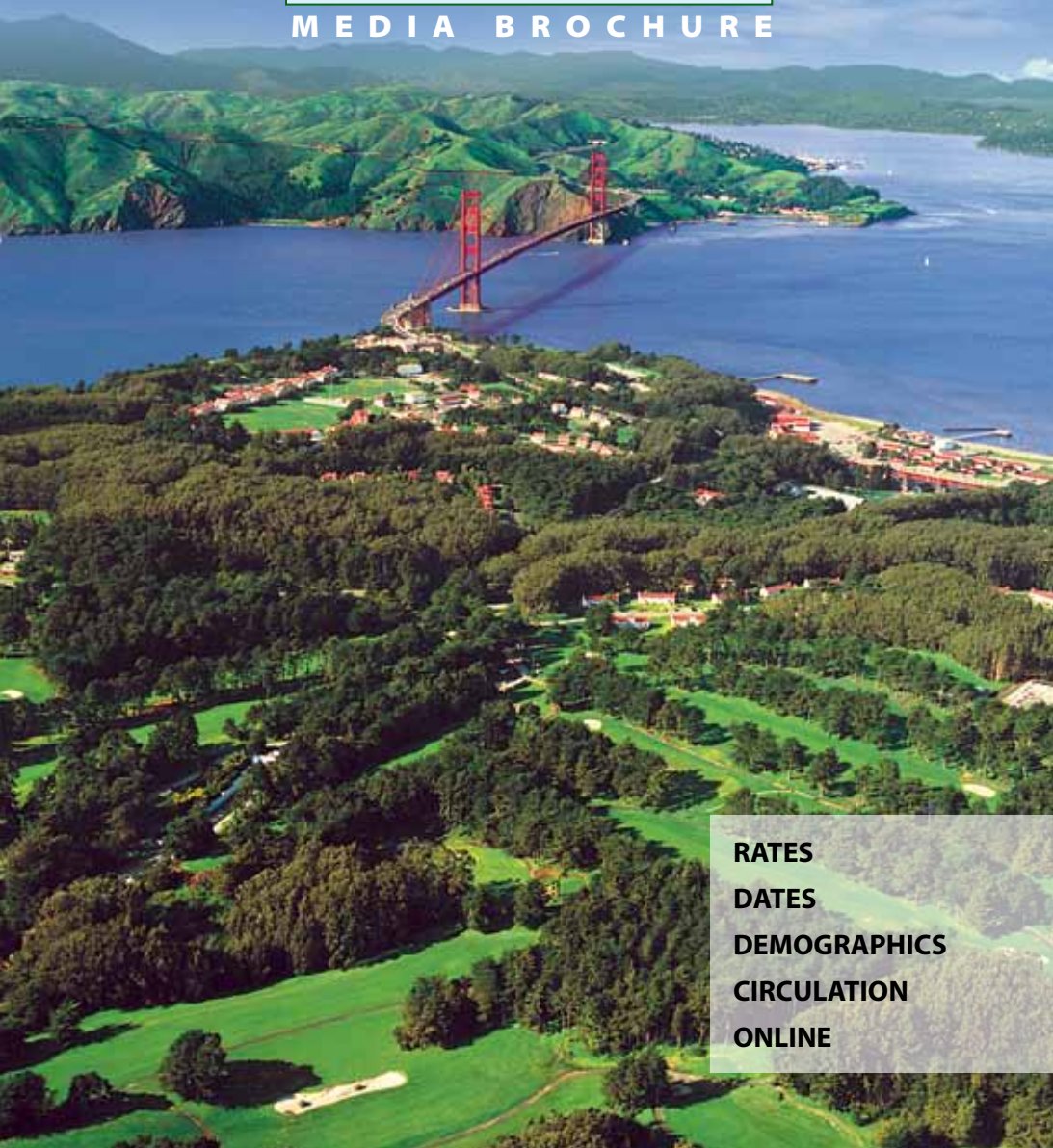


2010

golf
GUIDE

MEDIA BROCHURE



RATES
DATES
DEMOGRAPHICS
CIRCULATION
ONLINE

golfguide.org

Places to Play all over California

That's the shorthand description of NorCal Golf Guide, Formerly Bay Area Golf Guide, now in its 12th year of publishing the region's most informative and comprehensive golf course promotional tool. Golfguide not only tells the huge local market of golf lovers where to play, but what makes your course worth a visit. We are the region's "Golf Bible," referred to again and again

by increasingly mobile and affluent golfers searching for varied course experiences. Golfguide publishes three issues annually, with wide-ranging distribution and a readership of over half-million. We deliver to over 500 green grass facilities and more than 300 larger hotels in California, Nevada and Oregon. We go where golfers go, ensuring the reach and effectiveness of your advertising investment.



Peacock Gap Country Club & Spa



The Course at Wente Vineyards



Plumas Pines Golf Course



The Links at Bodega Harbour



Crystal Springs Golf Course

Circulation: Print and Online



With over half-million copies printed annually covering the state of California and beyond, Golf Guide distribution is focused on locations where golfer's go. These include over 1,000 golf courses and private country clubs, driving ranges, charity golf tournaments, golf shops, hotels and visitor centers. They can also be found at PGA & LPGA tournament golf venues occurring in the region.

Online Info

golfguide.org is among the most popular and easy to find "golf" website in this part of the world. Home to a rapidly growing subscriber base, the word is out that not only can you find every golf course in the region with info, photos and maps, but can secure an array of golf related services including golf certificates, range balls, instruction and hotel rooms at a great value.

Advertise with Us

Golfers go to remarkable lengths to pursue their version of the Good Life. And the Good Life does not stop with golf. Golfing getaways are a passionate pursuit of most golfers. Advertising in Golf Guide means access to hundreds of thousands of golfers and their traveling companions who are always searching for new experiences in dining, lodging, entertainment and other local attractions.

Golf Guides are published three times a year, with more than a half million copies distributed annually from hundreds of key locations throughout the region. Its handy size, attractive look and timeless information means golfers keep it around indefinitely as a reference book. Your ads will enjoy the same longevity.

Golf Guide and GOLFGUIDE.ORG are:

FRESH Written in a lively style, with full-color photography and a different course featured as an in-depth cover story each issue.

PACKED WITH INFORMATION Detailed course info, charts, maps and entertaining narratives on the unique attributes of each course.

TARGETED To golfers, still one of the most affluent and adventurous sporting groups in the world.

AN IDEAL ADVERTISING TOOL Reach an avid, highly motivated audience that enjoys professional success, leisure time and a wide range of consumer interests.

golfguide.org

Online we duplicate the same valuable information that is published within each issue of Golf Guide plus more.

IF YOU ARE A GOLF COURSE, we post the same, up to date information printed in the magazine plus an interactive Google map to help viewers find your course and a direct link to your website.

AS A BUSINESS, you are promoted as a "Sponsor" with links to your business website.

Our Cover Story is in "blog" format that allows for feedback and contains historical cover stories over the past decade plus.

Popular golf websites including the PGA, Junior Golf and related associations make it easy and predictable for our viewers to find the golf related information they are looking for. A store where our viewers can buy certificates to play golf, instruction, accommodations and more. This popular feature has a loyal and growing fanbase.



Advertising Rates

Golf Course Advertorial Monthly Rates

Exclusive for golf course use, these pages include a color photo of your golf course, map, description, information, fees, statistics and staff. An enhanced presentation on both the directory and map pages plus duplication online at golfguide.org with links to your own website.

Initial advertorial set-up charge: \$250

	OPTION 1	OPTION 2	OPTION 3
FULL PAGE	\$476	\$328+4 passes	no cash/4-8 passes weekly*

GOLF COURSE DIRECTORY AND WEB ENHANCEMENTS In the directory section of the magazine and online at golfguide.org, your golf course is shown in bold type with a color background to stand out among the dozens of golf courses in the region plus you receive an enhanced web page on golfguide.org including a course photo, Google map, facility information, course statistics, staff and fees information.

	ANNUAL RATE (3 issues/12 months)	OPEN RATE (1 issue/4 months)
COUPON AD	\$99/mo. or 4 passes monthly \$96/mo. \$125/mo.	\$149/mo. 6 passes monthly

* Number of certificates earned weekly is based on your Saturday green fees.

FRONT COVER AND FOUR-PAGE FEATURE \$6,450/issue.

Your golf course is not only featured in the full-bleed photo on the front cover of Golf Guide but also is highlighted in a 4-page story within the book. On golfguide.org, your course story is linked to the "Cover Story" button on our home page where the story and photos are once again recreated for on-line readers.

Display Advertising Rates

	ANNUAL RATE (3 issues/12 months)	OPEN RATE (1 issue/4 months)
BACK COVER	\$1,225/mo.	\$1,450/mo.
INSIDE COVERS	\$1,125/mo.	\$1,340/mo.
FULL PAGE	\$995/mo.	\$1,194/mo.
HALF PAGE	\$550/mo.	\$630/mo.
QUARTER PAGE	\$300/mo.	\$360/mo.
MAP/DIRECTORY BANNERS	\$150/mo.	\$200/mo.

Website Banner Ads on golfguide.org

\$150/mo. for magazine clients

275/mo. for internet only

Deadlines

August 7, 2009 • Dec. 4, 2009 • April 9, 2010 • August 6, 2010 • Dec. 10, 2010

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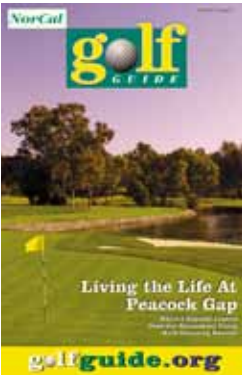
Testimonials



The NorCal Golf Guide is **ONE OF THE BEST** regional golf publications in the industry. Their presentation, content and distribution is outstanding and certain to help courses build the reputation and business they are looking for." *Steve Harker, President—Touchstone Golf Services.*

The results from our ads in Golf Guide have been **TRULY OUTSTANDING.**" *Roger Billings, General Manager—Chardonnay Golf Club.*

The NorCal Golf Guide has consistently provided the Presidio with **QUALITY ADVERTISING** that has produced ancillary golf rounds in time frames that are appropriate for our rounds mix. They have also been so easy to do business with and willing to work with us to meet our needs. Thanks Rick!" *Jamie B. Miller, General Manager—Presidio Golf Course.*



Working with Golf Guide is easy. They do a **GREAT JOB** of distribution, both in print and online, so that almost everybody who plays golf, knows we are here. We have more business thanks to Golf Guide." *James Birchall, General Manager—Lake Chabot Golf Course.*



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