

# SoCal Golf Guide - Advertising Media Kit

We go where golfers go! Ensuring the reach and effectiveness of your advertising investment.

## Print & Internet Marketing Tool

The Guide not only tells golf lovers where to play, but what makes your course worth a visit. Referred to again and again by increasingly mobile and affluent golfers searching for varied course experiences.

- Published with three issues annually
- Wide-ranging distribution and a readership of over half-million per year
- Deliver to over 400 green grass facilities, larger hotels and select airports in Southern California, and direct mailed to Canada!
- Interactive E-Magazine e-mailed to thousands of international golfers



## Golf Course Full Page Advertorial Rates:

Option 1  
All Cash  
\$495/mo

Option 2  
Partial Cash, Partial Trade  
\$349/mo. + 4 rounds\*  
*Our Most Popular!*

Option 3  
All Trade  
Maximum of  
1 round per day\*\*



## Affiliate Business Rates:

Option 1  
Banner Ad  
\$150/mo

Option 2  
1/2 Page Ad  
\$395/mo

Option 3  
Full Page Ad  
\$745/mo

\*"Rounds" are green fees gift certificates good for 1 person to play 1 round. Must be for "anytime" use and round includes golf cart.

\*\* "All Trade Option" number of round certificates earned is based on your Saturday green fees. Green fees \$75 and less = 1 round per day. Green fees \$76-\$100 = 6 passes per week. Green fees \$101+ = 4 passes per week. Please also note that we sell gift certificates (not tee times). Therefore in the event we have the right to sell 1 round per day, they most likely will not be redeemed in a 1 round per day format. This is in your best interest.

## Each Issue is out for 4 Months. Ad Deadlines:

November 10, 2009 • March 10, 2010 • July 10, 2010



For Advertising Information Please Call  
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