



GreenMatter Media Kit

Audience and Benefits

GreenMatter, the Canadian Golf Superintendents Association's (CGSA) electronic newsletter is issued monthly to over 900 CGSA members. CGSA is the only national organization dedicated to promoting and supporting golf course superintendents and turfgrass specialists in Canada. It provides strong support and representation with respect to matters that affect the profession and the industry. Members purchase products and services as well as recommending products to their owners and/or board members.

Advertising in GreenMatter will allow your company to reach industry professionals directly. Advertising rates are much lower than traditional media and provides "a more personal level of contact".

Our reports indicate that over 45% of our members read GreenMatter within the first 48 hours and the open rate is over 50% in the first 48 hours.

A maximum of 2 ads will be placed in each issue on a first come basis.

Advertising Pricing:

This pricing is for one issue of GreenMatter, distributed electronically to over 900 members.

Below Masthead – this prominent location, below the association's masthead, will give your company profile up front

Format: Please submit your ad in jpeg format
Size/ Dimensions: (15 cm x 2 cm) or (6 x 1 inches)
Cost: \$500

Bottom Banner: Your company can provide text, colours, graphics in a visible location in GreenMatter

Format: Please submit your ad in jpeg format
Size/ Dimensions: (15 cm x 2 cm) or (6 x 1 inches)
Cost: \$350

Contact:

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To view past issues of GreenMatter visit: <https://golfsupers.com/greenmatter.html>