

2 Unique
Readerships,
1 Advertising
Solution

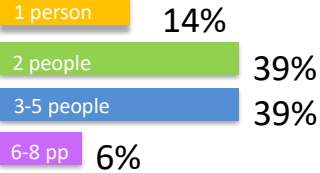
Golf Business Canada/GreenMaster

2022 Rate Card



Pass Through Rate at Facility

Golf Business Canada/GreenMaster



Distribution

4,300

Spring Issue
February – April

2,900

Fall Issue
August – October

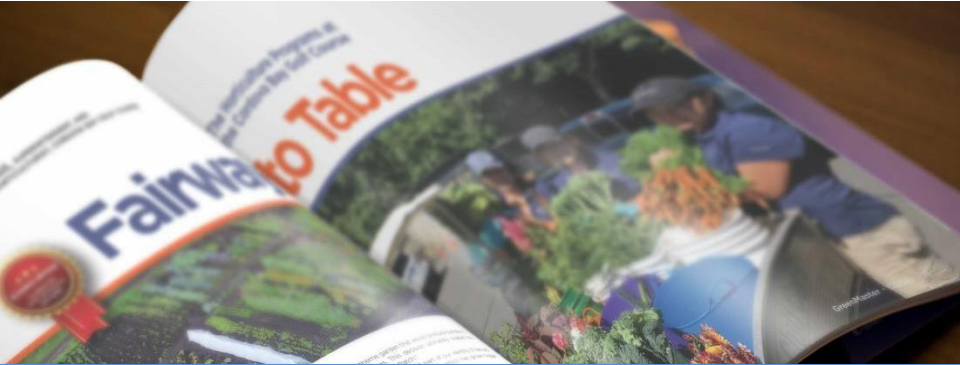
2,900

Summer Issue
May – July

3,200

Winter Issue
November - January





Golf Business Canada/GreenMaster

Rates/Deadlines

Issue	Artwork Due	Mailing Date
Spring	January 3	February 15
Summer	April 2	May 15
Fall	July 3	August 15
Winter	September 30	November 15

Size	1X	2X 10% OFF	4X 20% OFF	Golfmax/National Affiliates
Full Page	\$2,975	\$2,975 \$2,675	\$2,975 \$2,380	Additional 10% OFF
½ page horz.	\$1,750	\$1,750 \$1,575	\$1,750 \$1,400	Additional 10% OFF
1/3 vert.	\$1,000	\$1,000 \$900	\$1,000 \$800	Additional 10% OFF
1/6 vert.	\$500	\$500. \$450	\$500. \$400	Additional 10% OFF

*Prices reflect the gross rate per issue. All rates quoted in CDN dollars. All applicable taxes are billed extra.



Golf Business Canada/GreenMaster

Technical Specifications

Size	Width	Height
Full Page (trim size)	8.125"	10.875"
Full Page (bleed size)	8.625"	11.325"
½ page horz.	7"	4.675"
1/3 vert.	2.25"	9.325"
1/6 vert.	2.25"	4.635"

File Formats

- Adobe Acrobat: Print ready pdf
- Adobe Illustrator : Type converted to outlines. Colours must be converted to CMYK
- Adobe Photoshop: file at 100%, 133 lpi, 300 dpi and save in a TIFF or EPS format.

File transfer: email, dropbox, wetransfer

Send to: Kyle Wilkinson: kwilkinson@ngcoa.ca



Golf Business Canada

French Insert	Width	Height
Full Page (trim size)	8.125"	10.375"
Full Page (bleed size)	8.625"	10.425"
½ page horz.	7"	4.375"
1/3 vert.	2.25"	9"
1/6 vert.	2.25"	4.25"

Golf Business Canada includes a 16 page French only insert which entails a more condensed version of the full English Magazine. The 16 pages are included in the center of the complete English version and is distributed to all French language preferred courses.

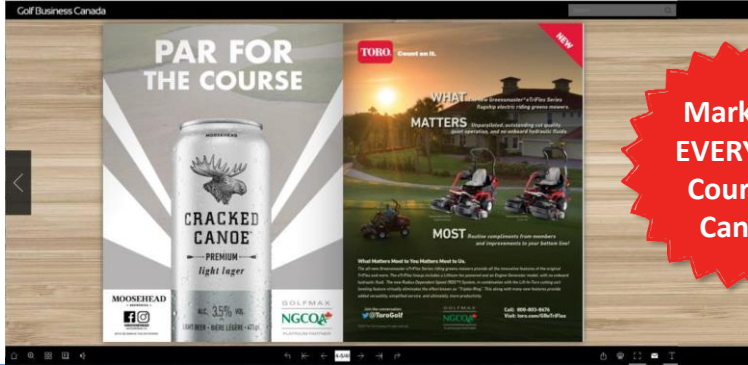
Regional Advertising Opportunities

PLUS

Don't need a national audience? Have a new product, promotion or service?

Much like a 'Direct Mail' piece, you are able to package your promotional material with Golf Business Canada magazine.

You can include everything from a flyer, pamphlet or small sample to a targeted audience. Contact us for a customized pricing package based on the market you're targeting.



Market to EVERY Golf Course in Canada

Golf Business Canada

Digital Magazine Advertising

Digital Marketing	Width	Height	Price
Emailer advertisement	160pxl	300pxl	\$1,500

Flipbook Classic	2440pxl	3263pxl	INCL.
Flipbook Extra	2440pxl	3263pxl	\$1,000

Flipbook Classic: Paid Hard copy ad + digital magazine ad

Flipbook Extra: Flipbook Classic + 1 emailer ad

Golf Business Canada Emailer

Golf industry suppliers can place banner advertisements to promote their company's products, services, promotions or events to **every Canadian golf course** on a quarterly basis.



4,300

Total distribution

40%

Open Rate

Golf Business Canada/GreenMaster



For advertising information contact:

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Golf Business Canada/GreenMaster are published quarterly and are the official publications of the **NATIONAL GOLF COURSE OWNERS ASSOCIATION CANADA** and the **CANADIAN GOLF SUPERINTENDENTS ASSOCIATION**
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