ARIZONA GOLF

Association

FOR MORE INFORMATION

CONTACT

Chris Montgomery
602-944-3035
cmontgomery@azgolf.org

DIGITAL & ELECTRONIC OPPORTUNITIES
azgolf.org
e-newsletter
e-blast
e-revision
mobile app

PRINT OPPORTUNITIES
AZ Golf Insider
The Arizona Golf Association has served amateur golfers in Arizona since 1923. With 55,000 members, more than 375 member clubs and 2.4 million rounds posted annually, marketing with us is the most effective way to target both avid and casual golfers in Arizona.

OUR MEMBERS

95% OWN A HOME
31% OWN A SECOND HOME

55% TAKE 2-3 VACATIONS PER YEAR
94% TRAVEL 1-2 WEEKS PER VACATION

93% PURCHASE OVER THE INTERNET
64% ARE 50-69 YEARS OLD

ANNUAL HOUSEHOLD INCOME
- Less than $50,000: 13%
- $50,000 - $99,999: 42%
- $100,000 - $149,999: 23%
- More than $150,000: 22%

EDUCATION
- Attended college: 93%
- Bachelors degree: 61%
- Graduate/doctoral degree: 24%

OCCUPATION
- Retired: 53%
- Professional/managerial: 17%
- Self-employed: 10%
- Executive: 6%
DISPLAY AD SIZE
Full page: 8 3/8” x 10 7/8” (trim); 7 1/4” x 9 3/4” (live); 8 5/8” x 11 1/8” (bleed)
Full page spread: 16 3/4” x 10 7/8” (trim); 15 3/4” x 9 3/4” (live); 17” x 11 1/8” (bleed)
2/3 page: 4 3/4” x 9 7/8” (vertical)
1/2 page: 7 1/4” x 4 7/8” (horizontal); 3 1/2” x 9 7/8” (vertical)
1/4 page: 3 1/2” x 4 7/8” (square)

MECHANICAL INFORMATION
Printing: heatset web offset press
Binding: perfect bound
Colors available: process, standard red, standard green, PMS, metallic
Color sequence: PMS, black, cyan, magenta, yellow

PRODUCTION SPECIFICATIONS
Digital formats: Adobe InDesign, Illustrator, Photoshop, QuarkXpress or Adobe PDFX1a created on a Mac OSX platform.
Special requirements: Place all components (images, documents and fonts) into one folder. Send only files and artwork needed for output. Must include screen and printer font for each font used. No PC fonts accepted. Include an approved color proof.
PMS and metallic: corresponding number, proof must be supplied.

AD SUBMISSION
Send files to Chris Montgomery at cmontgomery@azgolf.org. For large files, use wetransfer.com.

DISCOUNTS
Frequency discounts are available to advertisers who place ads in multiple issues. To obtain frequency discount, space must be used within the same calendar year.

Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$4,100</td>
<td>$3,700</td>
<td>$3,200</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,600</td>
<td>$3,200</td>
<td>$2,700</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,800</td>
<td>$2,400</td>
<td>$1,900</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$2,100</td>
<td>$1,700</td>
<td>$1,200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$5,200</td>
<td>$5,200</td>
<td>$4,200</td>
</tr>
<tr>
<td>IFC/IBC</td>
<td>$4,900</td>
<td>$4,900</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

Additional options with pricing on next page.
PRINT
marketing opportunities (continued)

Additional Options

COVER & FEATURE ARTICLE
Cover art featuring your product, service or course with four to six pages of editorial.

ADVERTORIAL
See above for example. Rate includes copy writing and page layout; photography is extra. High resolution photos are required.

FOUR PAGE TIP-IN
Four pages of advertisement inserted into the magazine, but not permanently bound in so readers can take out to review.

FOUR PAGE COVER WRAP
A thicker cardstock wrapped around the outside of the magazine (four pages total).

COVER GATEFOLD
Four consecutive pages attached to the cover that fold out, plus the facing page (five pages total).

INSIDE GATEFOLD
Four consecutive pages attached to an inside magazine page that fold out, plus the facing page (five pages total).

BUSINESS REPLY CARD
One full page ad with additional card attached to ad. Printing an insertion included in rate.

TWO-PAGE SPREAD
One ad spanning two facing pages.

Rates

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>$15,500</td>
</tr>
<tr>
<td>2-page Advertorial</td>
<td>$ 8,200</td>
</tr>
<tr>
<td>4-page Tip-in</td>
<td>$11,500</td>
</tr>
<tr>
<td>4-page Cover Wrap</td>
<td>$14,500</td>
</tr>
<tr>
<td>Cover Gatefold</td>
<td>$16,500</td>
</tr>
<tr>
<td>Inside Gatefold</td>
<td>$14,000</td>
</tr>
<tr>
<td>Business Reply Card</td>
<td>$ 6,900</td>
</tr>
<tr>
<td>Two-page Spread</td>
<td>$ 7,400</td>
</tr>
</tbody>
</table>
WEBSITE marketing opportunities

AZGOLF.ORG

2.2 million ANNUAL PAGEVIEWS

2015 WEBSITE STATS
Pageviews: 2,215,014
Website visits: 601,781
Pages/visit: 3.6
Average time on site: 2:48

AD PAGEVIEWS & SPECS

<table>
<thead>
<tr>
<th>SECTION</th>
<th>IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score posting</td>
<td>91,200/month</td>
</tr>
<tr>
<td>Homepage</td>
<td>82,000/month</td>
</tr>
<tr>
<td>Handicapping</td>
<td>20,600/month</td>
</tr>
<tr>
<td>Tournaments</td>
<td>13,400/month</td>
</tr>
<tr>
<td>Course directory</td>
<td>4,400/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>AVAILABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>300 x 250</td>
<td>Homepage only</td>
</tr>
<tr>
<td>468 x 60</td>
<td>Courses, Member Login/Score Posting, Tournaments, AGA Services</td>
</tr>
<tr>
<td>250 x 250</td>
<td>Courses, Member Login/Score Posting, Tournaments, AGA Services</td>
</tr>
</tbody>
</table>

SPECS
Files can be up to 100kb saved as .gif or .jpg. Animated .gif files are accepted; no Flash files. Must provide link when submitting file.

AD SUBMISSION
Send files to Chris Montgomery at cmontgomery@azgolf.org.

Rates

<table>
<thead>
<tr>
<th>Section</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Score posting</td>
<td>$1,250/mo</td>
</tr>
<tr>
<td>Homepage 300x250</td>
<td>$1,000/mo*</td>
</tr>
<tr>
<td>AGA Services</td>
<td>$750/mo</td>
</tr>
<tr>
<td>Tournaments</td>
<td>$450/mo</td>
</tr>
<tr>
<td>Courses</td>
<td>$150/mo</td>
</tr>
</tbody>
</table>

*Rotates with up to 6 ads
WEBSITE
marketing opportunities for golf courses

MOBILE APP
marketing opportunities

SCORE POSTING APP
Our score posting app is growing in popularity. When released in early 2013 there were about 6,000 visits per month. This is now up to 134,000 and growing.

Dimension are 640px X 100px in .gif or .jpg format. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

2015 MOBILE APP STATS
Pageviews: 1,609,310
Website visits: 378,178
Pages/visit: 3.85
Average time on site: 1.6
E-MAIL
marketing opportunities

Advertisers have the opportunity to reach AGA members via e-mail four times each month. The Association sends an e-newsletter and a dedicated e-blast once per month each, in addition to the twice-monthly e-revision.

### Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Newsletter</td>
<td>$900</td>
<td>$700</td>
<td>$500</td>
</tr>
<tr>
<td>E-Blast</td>
<td>$3,800</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>E-Revision</td>
<td>$1,000</td>
<td>$850</td>
<td>$650</td>
</tr>
<tr>
<td>Score Post Email</td>
<td>$1,200</td>
<td>$950</td>
<td>$700</td>
</tr>
</tbody>
</table>

**E-EMAIL marketing opportunities**

Advertisers have the opportunity to reach AGA members via e-mail four times each month. The Association sends an e-newsletter and a dedicated e-blast once per month each, in addition to the twice-monthly e-revision.

### E-NEWSLETTER

Our e-newsletters are sent out once per month and regularly have a 35-45 percent open rate. See below for dimensions. Files can be up to 50kb saved as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

<table>
<thead>
<tr>
<th></th>
<th>12 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE Golf</td>
<td>561 pixels</td>
</tr>
</tbody>
</table>

### E-BLAST

Our e-blasts regularly have a 30 percent open rate. They are sent out once per month, with only one advertiser per e-blast. All e-blast advertisers must provide a special offer to AGA members and the AGA has final approval on email content. See right for dimensions. Files can be up to 200kb saved as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

<table>
<thead>
<tr>
<th></th>
<th>varies depending on artwork, maximum 765 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROMO CODE: PO</td>
<td>600 pixels</td>
</tr>
</tbody>
</table>

**AD SUBMISSION**

Send files to Chris Montgomery at cmontgomery@azgolf.org

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**His Design. Our Resort. Play The Nicklaus Game.**

**The Grand Mayan Nuevo Vallarta**

4 Nights Accommodation
4 Rounds of Golf and 2 Massages
4 Delicious Buffets and a Dinner for Two

$229 USD per person

**RESERVE NOW!**

USA  1-800-292-9446

**PROMO CODE: PO**

Monday-Friday 7:00 am-8:00 pm
Saturday 9:00 am-8:00 pm CST

**THE GRAND MAYAN**

www.thegrandmayan.com

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**FREE Golf**

Click Here and enter promo code

AGAGLF or call 800-THE-OMNI

Omnit Hotels & Resorts
tucson national

520.297.2271
E-MAIL marketing opportunities (continued)

Twice per month our members receive their handicap via e-mail. In each e-revision, which have an 85 percent open rate, we include two advertisements with special offers for AGA members (300 x 250 pixels).

Files can be up to 75kb saved as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

DEADLINES

<table>
<thead>
<tr>
<th></th>
<th>Date Sent</th>
<th>Artwork Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-newsletter</td>
<td>10th*</td>
<td>1st</td>
</tr>
<tr>
<td>e-blast</td>
<td>20th*</td>
<td>12th</td>
</tr>
<tr>
<td>e-revision</td>
<td>1st / 15th</td>
<td>22th / 8th</td>
</tr>
</tbody>
</table>

* Date is approximate. Final date selection will be geared toward obtaining highest-possible open rate.

Email list size 2015

54,000