

MINNESOTA  
**golfer**<sup>®</sup>  
**2024 MEDIA KIT**

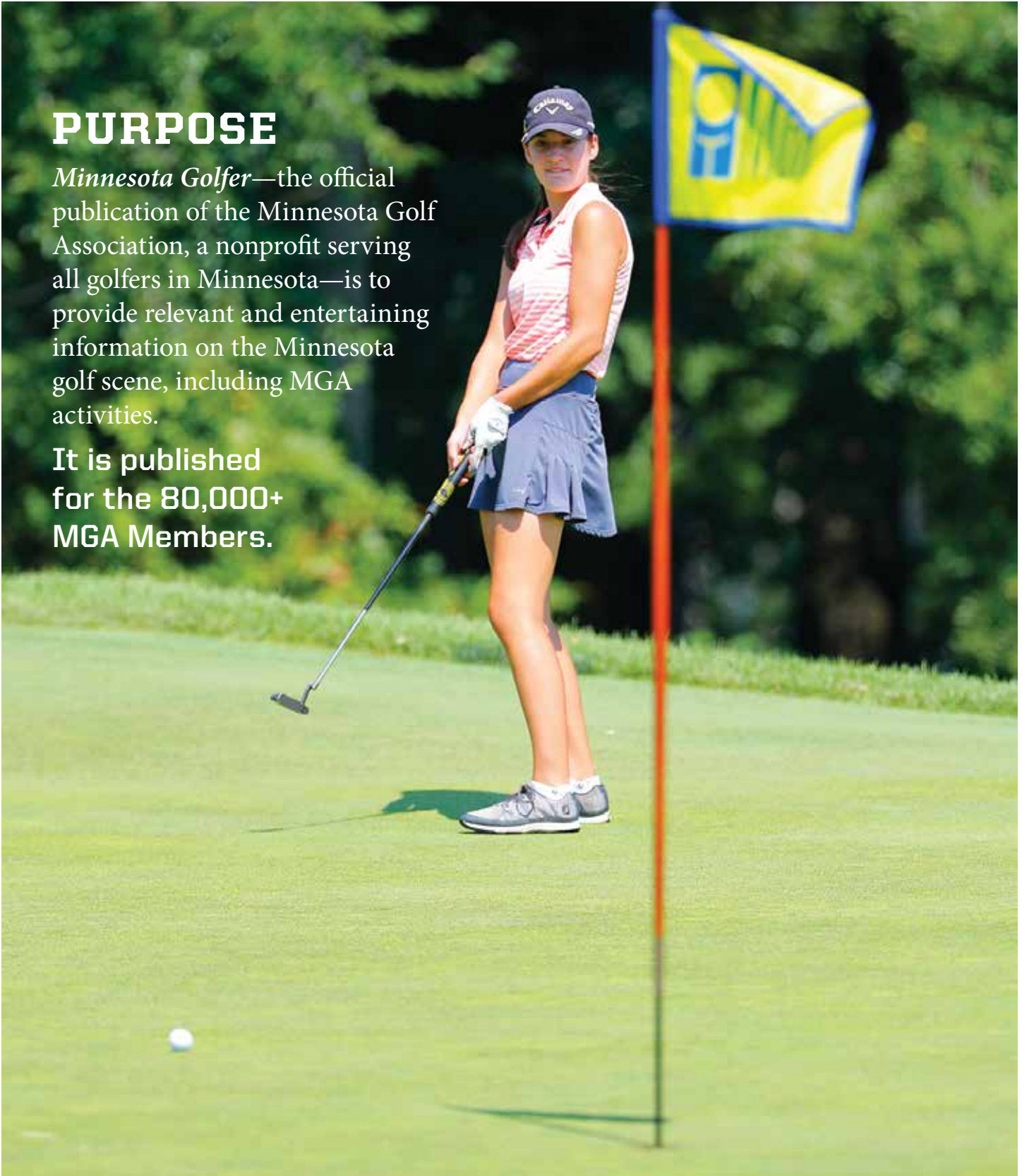


*Official Publication of The Minnesota Golf Association*

## **PURPOSE**

*Minnesota Golfer*—the official publication of the Minnesota Golf Association, a nonprofit serving all golfers in Minnesota—is to provide relevant and entertaining information on the Minnesota golf scene, including MGA activities.

**It is published  
for the 80,000+  
MGA Members.**



# 2024 **PRINT** MAGAZINE

Minnesota Golfer Magazine, a publication of the Minnesota Golf Association, Inc.

## Directory Issue



### MGA Annual Directory of Minnesota Golf Courses

The biggest issue of the year! This coveted comprehensive annual directory features in-the-know information for more than 400 courses in Minnesota. A must-have resource for Minnesota Golfers.

<b>DEADLINE:</b> 12/12/2023	<b>AD MATERIALS:</b> 1/5/2024	<b>MAIL DATE:</b> 2/20/2024
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## Spring Issue



### Annual Tournament Guide

Always eagerly anticipated, this annual tournament guide and comprehensive event calendar kicks off Minnesota's Golf season.

<b>DEADLINE:</b> 2/23/2024	<b>AD MATERIALS:</b> 3/12/2024	<b>MAIL DATE:</b> 4/30/2024
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# 2024 PRINT MAGAZINE

Minnesota Golfer Magazine, a publication of the Minnesota Golf Association, Inc.

## Summer Issue



Our in-season issue is always brimming with timely and useful information Minnesota Golfers can apply to their golf game.

<b>DEADLINE:</b> 4/23/2024	<b>AD MATERIALS:</b> 5/9/2024	<b>MAIL DATE:</b> 6/28/2024
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## Travel Issue



Minnesota Golfers looking forward to golf getaways and bucket-list destinations rely on this issue for useful information on top courses throughout the country.

<b>DEADLINE:</b> 8/23/2024	<b>AD MATERIALS:</b> 9/11/2024	<b>MAIL DATE:</b> 10/30/2024
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# MAGAZINE RATES & SPECS

## RATES PRINT ONLY

Size	1×	2×
Full Page	\$5,000	\$4,750
1/2 Page	\$3,100	\$2,945
1/4 Page	\$2,500	\$2,375

## RATES DIGITAL ONLY

Size	1×	2×
Full Page	\$3,750	\$3,750
1/2 Page	\$2,450	\$2,328
1/4 Page	\$1,975	\$1,876

## RATES PRINT + DIGITAL

Size	1×	2×
Full Page	\$3,250	\$3,088
1/2 Page	\$2,015	\$1,914
1/4 Page	\$1,625	\$1,544

## AD SIZES

**1/4 PAGE**  
3.5" × 4.875"

Please  
make sure  
document  
dimensions  
are correct.

**1/2 PAGE**  
7.25" × 4.875"

**FULL PAGE (NO BLEED)**  
7.75" × 10.375"

**FULL PAGE (WITH BLEED)**  
8.5" × 11.125"  
(Trim size 8.25" × 10.875")

**TWO PAGE SPREAD  
(WITH BLEED)**  
16.75" × 11.125"  
(Trim size 16.5" × 10.875")

Keep live matter 1/4"  
from trim size.

## AD MATERIAL SUBMISSION

Ads can be emailed (20mbs or less) to [tdallum@mspcagency.com](mailto:tdallum@mspcagency.com)  
Tim Dallum, Production Manager // 612-418-6695

Looking for unique ways to reach MGA members?  
**ASK ABOUT SPONSORSHIPS.**

## AD SPECS

### COLOR

#### Print issues

All files must be in CMYK format and color corrected. All other color formats (RGB, Pantone...) will be converted to CMYK. We are not responsible for colors which must be converted to CMYK. Overall printing maximum density of all colors cannot exceed 280%.

#### Digital issues

All files must be in RGB format.

### FONTS

Open Type fonts are industry standard and are required. Adobe disabled support for Type 1 fonts (PostScript, PS1, T1, Adobe Type 1, Multiple Master, or MM) in January 2023, these fonts are not supported, may not render correctly and should not be used. We are not responsible for errors caused by unsupported fonts.

### PREFERRED FILE FORMAT

#### Print issues

High resolution (300 dpi) Adobe PDF with embedded fonts, CMYK Color and flattened transparency.

#### Digital issues

High resolution (300 dpi) Adobe PDF with embedded fonts, RGB Color and flattened transparency.

#### Printing

Web offset; 133 line screen. Additional production charges may be incurred if supplied ads do not follow listed specifications.

# MNgolf.org **WEBSITE**

## SPONSORED CONTENT + LOGO

Create an online destination on MNgolf.org that elevates your brand presence on a highly authoritative website. Branded content is a proven strategy that builds trust in your brand and accelerates the conversion of leads. MNgolf.org’s branded content solutions allow you to extend your reach to a larger, targeted audience. MNgolf.org can seamlessly integrate your most engaging content into contextually relevant editorial using a single creative that dynamically adapts to its environment.

## PACKAGES INCLUDE

### CREATE URL LANDING PAGE ON MNGOLF.ORG

online editorial content – sponsored

→ **HOST FOR 1 YEAR**

### 25,000 DIGITAL IMPRESSIONS

promoting the landing page

→ **PER MONTH**

**\$500 CREDIT** to run programmatic traffic to the landing page

→ **PER MONTH**

## RATES

Exposure	Price
1 Month	\$3,000
3 Months	\$8,000
6 Months	\$15,000



# MNgolf.org **WEBSITE**

## RATES

Ads Delivered	Pricing
125,000	\$1,000* includes <b>25,000 FREE</b> impressions
300,000	\$2,500* includes <b>50,000 FREE</b> impressions
600,000	\$5,000* includes <b>100,000 FREE</b> impressions

## LOGO INCLUSION

Duration	Pricing
One year on mngolf.com	\$6,000

## AD SIZES + DELIVERY

Size	Delivery
300 x 250* medium rectangle	Run of site (ROS)
300 x 600	Run of site (ROS)
160 x 600	Run of site (ROS)
728 x 90	Run of site (ROS)
320 x 50: mobile	Run of site (ROS)
300 x 50: mobile	Run of site (ROS)
970 x 90	Run of site (ROS)

\*required

## AD MATERIAL SUBMISSION

Submit web-ready ad (along with a URL to link the ad to) as an attachment or via link to a zip folder to **tdallum@mspcagency.com**

Tim Dallum, Production Manager // 612-418-6695

**800,000**  
unique visitors  
annually.

← **Leaderboard**  
728 x 90 px

← **Medium Rectangle**  
300 x 250 px

← **Monster**  
300 x 600 px

**Wide Skyscraper**  
160 x 600 px

← **Leaderboard**  
728 x 90 px

**Medium Rectangle**  
300 x 250 px

On all pages with a right-hand ad, ad will "travel" down the page with the user as they scroll.

## DEADLINES

Web-ready ads are due on the 25th of the month preceding the start of the run month.  
Ex. Jan 25 for a Feb 1 start.

# MINNESOTA GOLFER **ENEWSLETTER**

E-Revision is emailed bi-monthly to **80,000+** MGA members on the 1st and 15th.

## RATES

Ad Size	Price
Leaderboards	\$1,500 per newsletter (includes both positions)
Banner*	\$800

## AD SIZES

Ad Size	Dimensions
Leaderboards	728 x 90 px (top and bottom positions)
Banner*	728 x 90 px

\*Maximum of 5 banners ads available per newsletter

## AD MATERIAL SUBMISSION

Submit web-ready ad (along with a URL to link the ad to) as an attachment or via link to a zip folder to **tdallum@mspcagency.com**

Tim Dallum, Production Manager // 612-418-6695



**Leaderboard**  
728 x 90

**Banner**  
728 x 90

## DEADLINES

Web-ready ads are due on the 25th of the month preceding the start of the run month. Ex. Jan 25 for a Feb 1 start.



## DEDICATED EMAILS

Your exclusive message will be sent to approximately **80,000+** MGA members.

### RATES

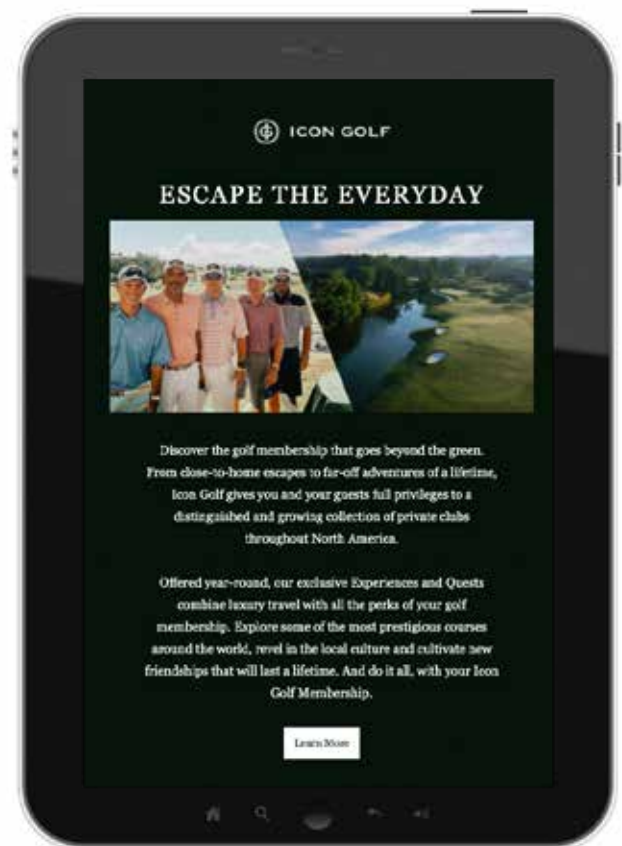
Deployment	PRICE
Per deployment	\$4,200
Per deployment for advertisers	\$3,500

### MATERIAL SPECS

- Please send HTML email link to the email content.
- Email size may range from 600-900 pixels wide; but 700 wide is preferable. Sending large jpg or gif files with large photos is not advised as those files might be caught by spam filters.
- The file size for Dedicated Emails must be no larger than 450 KB.
- Please provide your preferred subject line with your submission.

### MATERIAL SUBMISSION

Submit materials to [tdallum@mspcagency.com](mailto:tdallum@mspcagency.com)  
Tim Dallum, Production Manager // 612-418-6695



### DEADLINES

Materials are due seven days in advance of the contracted deployment date.

## GIFT GUIDE EMAILS

Twice a year Minnesota Golfer sends a special email to its **80,000+** MGA members offering gift ideas for the avid golfer for Father’s Day and Holiday gift giving.

### RATES

Listing	Price
Per listing	\$599

### DEADLINES

#### Father's Day Gift Guide

SPACE RESERVATION: 4/24/2024

MATERIALS DUE: 5/1/2024

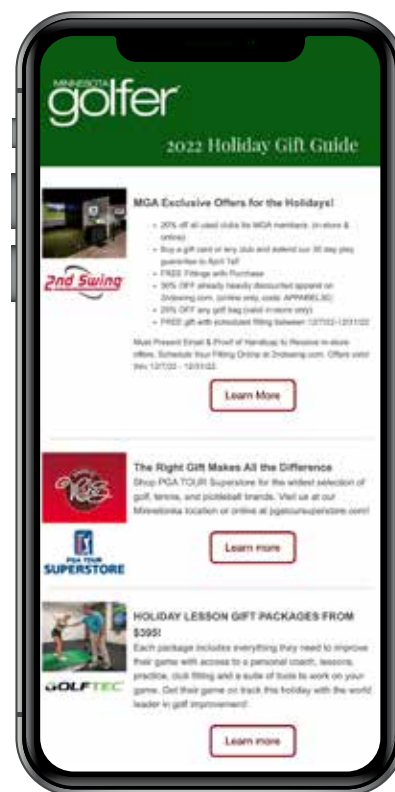
SEND DATE: week of 5/20/2024

#### Holiday Gift Guide

SPACE RESERVATION: 11/8/2024

MATERIALS DUE: 11/15/2024

SEND DATE: 12/5/2024



### MATERIAL SUBMISSION

Submit materials to **tdallum@mspcagency.com**  
 Tim Dallum, Production Manager // 612-418-6695

### MATERIAL SPECS

Please provide the following:

- Company Name
- Headline (Max. 50 Characters)
- Text (Max. 50 Words)
- URL
- Image (not an ad or Logo) 300 x 250 px
- Logo, 120 px wide

## SPONSORSHIP OPPORTUNITIES

1

### MGA Website Sponsored Content + Logo

Create an online destination on

MNgolf.org that elevates your brand presence on a highly authoritative website.

Branded content is a proven strategy that builds trust in your brand and accelerates the conversion of leads. MNgolf.org's branded content solutions allow you to extend your reach to a larger, targeted audience. MNgolf.org can seamlessly integrate your most engaging content into contextually relevant editorial using a single creative that dynamically adapts to its environment.



#### PACKAGES INCLUDE

- Create URL landing page on MNgolf.org: online editorial content, sponsored—*HOSTED FOR 1 YEAR*
- 25,000 digital impressions promoting the landing page—*PER MONTH*
- \$500 credit to run programmatic traffic to the landing page—*PER MONTH*

#### PRICING

- **1 Month Exposure** // \$3,000
- **3 Month Exposure** // \$8,000
- **6 Month Exposure** // \$15,000

2

### MGA Website Digital Advertising

As a premium advertiser on MNgolf.org, your ads will be rotating in prominent

locations throughout the website for the duration of your campaign.

In 2022, MNgolf.org was visited by over 800,000 unique visitors which was up 126% from 2021!

- **\$1,000 PER MONTH** = 100,000 ads delivered.
- **BEST VALUE** // 6 months for \$5,000 (\$1,000 off)

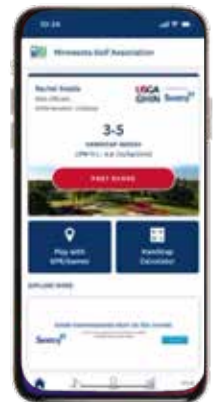
3

### GHIN Handicap Mobile App

Sponsorship Prominent ad position within the GHIN Mobile App. The app puts your message in front of an average of 23,400 unique users a month.

78% of scores posted by MGA members are done via the app.

- **COST PER MONTH** // \$3,800



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### E-Newsletter Sponsorship

Feature your ad, message, logo and link in a Top Leaderboard space on the E-Newsletter.

The e-version is emailed to 80,000+ MGA members on the 1st and 15th of each month.

- **One Monthly Inclusion** (1st or 15th) // \$6,000
- **Two Monthly Inclusions** (1st or 15th) // \$3,000



## 2023 CORPORATE & MGA EVENT SPONSORSHIPS

### MGA Amateur

The MGA Amateur Championship, our flagship event, was born in 1901. Each year more than 800 golfers participate in 11-12 qualifying tournaments across the state for a chance to advance to the 54-hole Championship, which will be held in mid-July this year at the Minneapolis Golf Club.

### MGA Senior Tour

The MGA Senior Tour, now in its 28th season, includes more than 50 weekly tournaments from May to September. Approximately 700 senior men (55 and older) and senior women (50 and older) pay to play in six regional sections across the state of Minnesota. These highly engaged golfers play for both the camaraderie and the competition. Top point scorers on the Tour earn a coveted spot in the season-ending Senior Tour Finals. Senior Tour golfers are highly engaged and enthusiastically devour online tour results and information and many proudly sport their MGA Senior Tour merchandise throughout the year.

### MGA Member Day

Wildly popular, MGA hosts member day events four times a year. One is exclusively for women (9 Holes and a Lake Minnetonka Cruise) with approximately 200 individual members playing each year. There are 25 groups per event and all players earn MGA Member Day golf caps.

### MGA Women & Girls Amateur Championship

Each year the MGA hosts six tournaments at courses throughout the state with as many as 600 individual women and girls competing.

### Great Drives

Position your dealership's "great drives" next to Minnesota Golfer's popular Great Drives feature encouraging readers to hit the road for new golf adventures.



**All sponsorships are customizable but come with a variation of the following:**

- Print & Digital Ads
- Signage on materials related to and at the event
- Podium Mention
- E-Blast to 80,000 Members of the Minnesota Golf Association
- Presence on the MNgolf.org website
- MGA Newsletter Banner Ads
- Complimentary foursome at a Member Day event



An aerial photograph of a golf course. The central focus is a vibrant green fairway with a sand trap in the middle. A golfer is visible near the sand trap, and two other people are further down the fairway. The scene is surrounded by lush green grass and several tall, dark evergreen trees. The lighting suggests a bright, sunny day, with long shadows cast across the grass.

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