



## ADVERTISING RATES

# CAROLINAS PGA SECTION

Contact Jess Hanson for Availability  
[jhanson@pgahq.com](mailto:jhanson@pgahq.com) | 336-398-2675

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- Stand alone email to membership (sent to approx. 2,000 PGA Members & Associates in North Carolina, South Carolina and small portion of Virginia): \$500
- Dedicated advertisement placement (Approx. 800px X 400px) in weekly e-newsletter (sent to approx. 2,000 PGA Members, Associates and golf enthusiasts): \$250
- Classified listing in newsletter (PGA Professionals only): \$50
- Social media mentions and advertisements:
  - Facebook (3,500+ followers): \$125
  - Instagram (3,500+ followers): \$125
  - Twitter (2,600+ followers): \$50

## GUIDELINES & SPECIFICATIONS

- Stand alone email copy must be submitted as you would like it to appear with a subject line
- Newsletter content piece/advertisement must be submitted by Monday before 12pm EST. The On the Fringe newsletter is distributed every Tuesday at 4pm EST.
- Copy must be submitted as you would like it to appear. Text should not exceed 400 words for the newsletter.
- All pictures and graphics must be submitted in JPG format with a corresponding hyperlink.
- If you would like to create your email in your respective e-marketing system, you can forward me the HTML code and I can plug this into our system.



***Payment must be received before an ad is placed and published. All ads are subject to review upon submission.***



## ADVERTISING RATES QUARTERLY NEWSLETTER

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- Distributed to 12,500+ Contacts
- Open Rate: 53.4% (approx. 6,600)
- Click-Through Rate: 12% (approx. 550)
- Digitally Distributed Quarterly (February, May, August, November)
- Pricing:
  - Half Page (8.5 in x 5.5 in): \$500
  - Full Page (8.5 in x 11 in): \$750
  - Two-Pages: \$1250

## GUIDELINES & SPECIFICATIONS

- Graphics must be submitted as you would like it to appear
- Copy must be submitted as you would like it to appear
- All pictures and graphics must be submitted in JPG or PNG format.
- If you would like a hyperlink attached, please submit that as well.



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# BILLING INFORMATION

## TO SUBMIT:

Fax form to  
(336) 398-2743  
OR mail to Section HQ  
(Attn: Jess Hanson)

Company Name / Advertiser: \_\_\_\_\_

Ad Type:

☐ Email (\$500)      ☐ Newsletter (\$250)      ☐ Facebook (\$125)      ☐ Instagram (\$125)

☐ Twitter (\$50)      ☐ Classified Listing (\$50)      ☐ Other (please specify): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

If you wish to pay with Credit Card, please contact Director of Marketing, Jess Hanson (information below).



## JESS HANSON

Director of Marketing

✉ jhanson@pgahq.com

☎ 336-398-2675