



# ADVERTISING RATES

# CAROLINAS

# PGA SECTION

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

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## OPTIONS

### E-BLAST | \$550

- Stand alone email
- Sent to approximately 2,200 PGA of America Members & Associates in North Carolina, South Carolina and small portion of Virginia
- Distributed Wednesdays & Thursdays

### NEWSLETTER SPOTLIGHT | \$300

- Dedicated advertisement placement (Approx. 600px X 400px) in weekly e-newsletter
- Sent to approximately 2,200 PGA Members, Associates and golf enthusiasts
- Distributed Tuesdays at 4PM EST

### CLASSIFIED LISTING IN NEWSLETTER | \$75

#### \*PGA PROFESSIONALS ONLY

- Featured story placement in weekly e-newsletter
- Sent to approximately 2,200 PGA Members, Associates and golf enthusiasts
- Distributed Tuesdays at 4PM EST

### SOCIAL MEDIA ADVERTISEMENTS | PRICING VARIES

- Facebook (3,500+ followers): \$150
- Instagram (4,600+ followers): \$150
- Twitter/ X (2,700+ followers): \$50

### QUARTERLY NEWSLETTER | PRICING VARIES

- Distributed to 12,500+ Contacts
- 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

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



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## GUIDELINES & SPECIFICATIONS

### E-BLAST | \$550

- Stand alone email copy must be submitted as you would like it to appear
- Include subject line

### NEWSLETTER SPOTLIGHT | \$300

- Newsletter content piece/advertisement must be submitted by Monday before 12pm EST.
- Copy must be submitted as you would like it to appear.
- Text should not exceed 400 words.
- 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, HTML code can be forwarded

### CLASSIFIED LISTING IN NEWSLETTER | \$75

#### \*PGA PROFESSIONALS ONLY

- Text should not exceed 100 words.
- Include 1 Photo in .JPG format

### SOCIAL MEDIA ADVERTISEMENTS | PRICING VARIES

- Varies by platform, contact Jess Hanson for more information

### QUARTERLY NEWSLETTER | PRICING VARIES

- 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 format.
- If you would like a hyperlink attached, please submit that as well.

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# BILLING INFORMATION

# CAROLINAS

# PGA SECTION

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

Ad Type:

- |  |   |  |   |
|--|---|--|---|
| <input type="checkbox"/> Email<br>(\$550)                          | <input type="checkbox"/> Newsletter<br>(\$300)                      | <input type="checkbox"/> Facebook<br>(\$150)                       | <input type="checkbox"/> Instagram<br>(\$150) |
| <input type="checkbox"/> Twitter<br>(\$50)                         | <input type="checkbox"/> Classified Listing<br>(\$75)               | <input type="checkbox"/> Quarterly Newsletter<br>Half Page (\$500) |   |
| <input type="checkbox"/> Quarterly Newsletter<br>Full Page (\$750) | <input type="checkbox"/> Quarterly Newsletter<br>Two Pages (\$1250) |  |   |

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

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

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

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

Fax form to (336) 398-2743 OR mail to Section HQ (Attn: Jess Hanson)  
If you wish to pay with Credit Card, please contact Director of  
Marketing, Jess Hanson (information below).

## CPGA HQ:

Jess Hanson | Director of Marketing

[jhanson@pgahq.com](mailto:jhanson@pgahq.com) | 336-398-2675

6271 Bryan Park Road, Browns Summit, NC 27214

[www.carolinas.pga.com](http://www.carolinas.pga.com)