

2 Unique  
Readerships,  
1 Advertising  
Solution

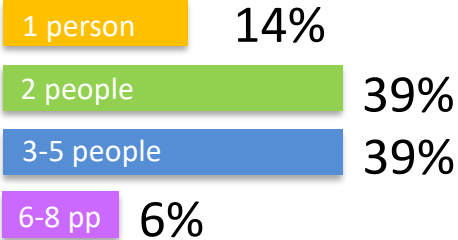
Golf Business Canada/GreenMaster

# 2021 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





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## 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.





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# 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](mailto:kwilkinson@ngcoa.ca)



Golf Business Canada

# Regional Advertising Opportunities

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"

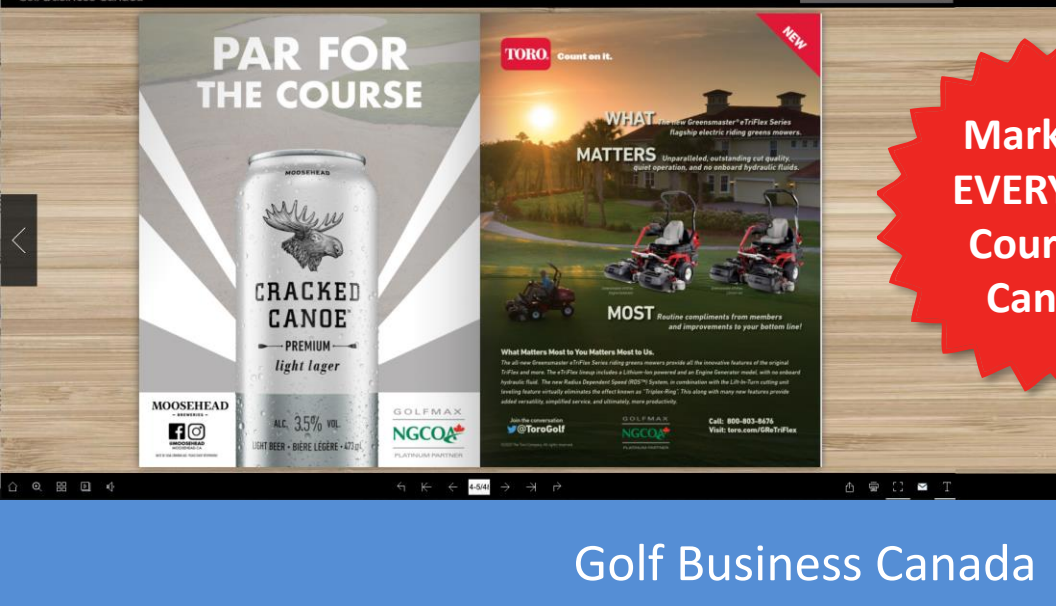
*Golf Business Canada includes a 16 page French only insert which entails a more condensed version of the full English Magazine. The 16 pages are included in the center of the complete English version and is distributed to all French language preferred courses.*

## 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

# 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 Emler

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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