

25 TOP GRAA TEACHING & TRAINING AIDS 2016



GRAA TEACHING & TRAINING AIDS

Starting in 2014, Teaching & Training Aids was a category heavily covered across all GRAA vehicles and conferences. The main storyline for the year revolved around the top 25 products as chosen by the nation's top 250 teaching professionals, and why and how they incorporate them into lessons. Along with this new focus is an opportunity to tie in to a key audience, by purchasing a GRAA Red, White or Blue package.

GRAA TEACHING & TRAINING AIDS EDITORIAL COVERAGE:

- *GolfRange Magazine* (Online Monthly)
- GolfRange.org (Online Daily)
- GRAA Boot Camps (Four regional events throughout summer)
- Teaching & Training Aids Resource Center (Online Daily)
- Top 25 Teaching & Training Aids Listing Page (Online Annual)
- GRAA Best Practices Email Series (12 weeks per year)
- *GolfRange Magazine* Weekly Alert Email Series (Once per month)
- GRAA Social Media (Weekly)

GRAA TEACHING & TRAINING AIDS MARKETING PROGRAM:

	Red Package	White Package	Blue Package
<i>Golf Range Magazine</i> (To run in Teaching & Training Aids Section)	12 Third Pages	12 Half Pages	12 Full Pages
GRAA Boot Camp Sponsorship & Sampling Program (Attendance and Sampling to approximately 30 attendees per event)	N/A	1 Event	2 Events
GRAA Weekly Alert Email Banner Ads (one of three banners; 150px wide x 200px high, JPEG or animated GIF) (See A for screen grab)	2-weeks	4-weeks	8-weeks
GRAA Best Practice Email Series (one of three banners; 150px wide x 200px high, JPEG or animated GIF) (See B for screen grab)	4-weeks	8-weeks	12-weeks
GolfRange.org Teaching & Training Aids Resource Center Exclusive Top & Right Banner Ads (Top Banner: 940px wide x 55px high; Right Banner: 393px wide x 194px high) (JPEG or animated GIF) (See C for screen grab)	1-week	2-weeks	4-weeks
GolfRange.org Top 25 Teaching & Training Aids Listing Page Exclusive Top & Bottom Banner Ads (Top Banner: 940px wide x 55px high; Bottom Banner: 940px wide x 55px high) (JPEG or animated GIF) (See D for screen grab on Page 2)	1-week	2-weeks	4-weeks
<i>PGA Magazine</i> (See E for screen grab on Page 2)	2 Third Pages	3 Third Pages	4 Third Pages
Package Price	\$5,000	\$8,500	\$15,000

For more information, please contact your Golf Range Association of America sales representative.

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D

2016 GRAA Top 25 Teaching & Training Aids

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1. Top 25 Teaching & Training Aids

2. Top 25 Teaching & Training Aids

3. Top 25 Teaching & Training Aids

4. Top 25 Teaching & Training Aids

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24. Top 25 Teaching & Training Aids

25. Top 25 Teaching & Training Aids

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Golf Range Magazine

The Golf Range Association of America's Official Publication, *Golf Range Magazine*, is the main communication vehicle of the GRAA and is sent digitally to over 43,000 professionals including PGA Professionals, golf range owners and staff, superintendents and various other golf industry professionals. Over a three-month period, *Golf Range Magazine* receives 10,637 total visits with 177,566 page views.

GRAA Boot Camps

In its fourth year, the GRAA Boot Camp Series hosted four events at The Ledges in Alabama, Talamore Country Club in Pennsylvania, Palo Alto Hills Golf & Country Club in California, and Bay Club at Mattapoisett in Massachusetts. There was a total of 103 attendees across all events including those from private, public and stand-alone clubs, as well as golf coaches, management, academies, etc. Guest facilitators, including PGA national and Section award winners, shared their knowledge on agenda topic such as: marketing, growth of the game, practice facility design and held live teaching and club fitting sessions.

Golf Range Magazine Weekly Alert

Each week golf range owners, staff, superintendents, General Managers, CEOs and PGA Professionals working at a facility with a golf range receive a *Golf Range Magazine* Weekly Alert email. Over 43,000 emails are sent each week. Over a 12-week timeframe, the weekly alerts receive 71,044 total opens and 10,046 unique opens.

GRAA Best Practice E-mail Series

Each week golf range owners, staff, superintendents, General Managers, CEOs and PGA Professionals working at a facility with a golf range receive the GRAA Best Practice e-mails. Over 43,000 emails are sent each week. Over a 12-week timeframe, the best practice e-mails receive 69,086 total opens and 11,335 unique opens.

GolfRange.org

GolfRange.org, the official site of the Golf Range Association of America (GRAA), serves as a home for the association's information. The site hosts all archived *Golf Range Magazine* content, all GRAA weekly Best Practices content, all GRAA Best Practice videos, all *Golf Range Magazine* videos, GRAA and Golf Industry news, GRAA Award Winner listings, and much more. Over a 12-week timeframe, golfrange.org receives 8,622 total visits, 7,382 unique visits and 18,698 page views.

PGA Magazine

PGA Magazine is the PGA of America's Official Publication with a monthly circulation of 27,000 sent to all PGA Professionals, AGM Members and golf industry professionals. 55.2% of PGA Professionals read *PGA Magazine* every month, with an additional 31.5% reading it almost every month. 80% of PGA Professionals share their issues with others, with an average pass-along of 2.67 additional readers per copy, with a total readership per issue of roughly 100,000 readers.

MINNESOTA

PGA Meeting review

Ronald McQuinn, Executive Director of the Minnesota Golf Association, and Greg McQuinn, Executive Director of the Minnesota Golf Association, were the featured speakers at the 2016 Minnesota PGA Meeting held at the Sheraton Grand Hotel Minneapolis. The meeting was held on January 14th and 15th at the Sheraton Grand Hotel Minneapolis. The meeting was held on January 14th and 15th at the Sheraton Grand Hotel Minneapolis. The meeting was held on January 14th and 15th at the Sheraton Grand Hotel Minneapolis.

2016 PGA MECHANICS SHOW BOOTH #4649

Start Young, Play Longer

57 percent of GRAA survey respondents are the primary decision maker or strongly influence purchasing decisions as it relates to instructional training aids