



GRAA



For the latest trends, ideas and tools to positively impact your instruction there is no finer resource than *Golf Range Magazine*. *Golf Range Magazine* has the proven track record and credibility that PGA Professionals, managers and facility owners need when developing new programs and ideas to advance their instructional and learning center opportunities.

—Michael Haywood, PGA
Director of Golf
Tucson Country Club
Member, PGA of America National
Board of Directors
Past President,
Southwest Section PGA

GOLF RANGE MAGAZINE

The mission statement of the Golf Range Association of America is to help golf professionals at all types of facilities to better use their range and practice areas to increase their facility revenues, enhance their personal careers and help grow the game of golf.

To aid in this mission, the GRAA produces a monthly B2B digital publication called *Golf Range Magazine* that are filled with best practices, research and proven initiatives in golf range development and growth. Over 43,000 golf range owners, staff, superintendents, general managers, CEOs and PGA Professionals working at a facility with a golf range receive invitations to view *Golf Range Magazine* each month.

READERSHIP: (Page Views / Unique Visitors)

- 1 issue (Dec. '16): 101,339 / 3,768
- 2 issues (Nov. & Dec. '16): 135,023 / 5,057
- 3 issues (Oct., Nov. & Dec. '16): 177,566 / 6,702
- 12 issues (Jan. - Dec. '16): 585,065 / 21,586

FEATURES & DEPARTMENTS:

- **Golf Range News:** Trends in the golf practice-and-learning sector
- **Weather Impact:** Courtesy of Pellucid's golf-focused research
- **Video File:** Tips from range owners, teaching professionals and golf professionals on how to build value among members
- **Cover Story:** Special coverage and trends within the golf range industry with focus on topics: Teaching, Practice, Player Development, Fitting/Demo, Operations and Engagement
- **Top 50 Teaching & Training Aids:** The country's top teachers on which teaching and training aids are being used and exactly how they use them
- **Range Renovations:** Spotlighting range facilities of all types: public, private, resort and stand alone

RATES:	1x	6x	10x
Full Page 4c	\$2,750	\$2,550	\$2,250
½ Page 4c	\$2,250	\$2,150	\$1,950
⅓ Page 4c	\$1,950	\$1,650	\$1,550

PREMIUM POSITIONS:

Inside Front Cover Spread	\$2,000	\$1,600	\$1,200
Opposite CEO Letter	\$450	\$400	\$350
Table of Contents	\$350	\$300	\$250

All rates include a hyperlink to the advertising company's website.



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PAGE SPECIFICATIONS:

Trim Size: 7⁷/₈ x 10³/₄ (Single page)
15³/₄ x 10³/₄ (Spread)

Page Dimensions:	Live Area:	Bleed:
Full Page	7 (W) x 10 (H)	8 x 11
2/3 Vert. 2 Col.	4 ⁵ / ₈ (W) x 10 (H)	—
1/2 Hor. 3 Col.	7 (W) x 4 ⁷ / ₈ (H)	—
1/3 Vert. 1 Col.	2 ¹ / ₄ (W) x 10 (H)	—
1/3 Square	4 ⁵ / ₈ (W) x 4 ⁵ / ₈ (H)	—
Spread	14 (W) x 10 (H)	16 x 11

Retain all live matter at least 5/16" from final trim. Bleed ads must be centered to allow for positioning on either right or left-hand page.

Gutter allowance for a spread is 3/16" at each face.

Ads are to be sent in digital format in accordance with the specifications attached. Golf Range Magazine will accept film, and convert such film to digital files at a monthly cost of \$250.00 per advertisement.

Display advertising rates commissionable at 15% to recognized advertising agencies.

For complete specifications, visit golfrange.org/advertising-info

GOLF RANGE MAGAZINE MATERIAL CLOSE DATES:

Golf Range Magazine ad materials are due the 15th of the month prior to the month running, e.g., The January material deadline is December 15th.

To e-mail ad creative that has a maximum file size of 12MB, please send to pgamagazine@aol.com and copy jyuen@pgamagazine.com

All ad materials larger than 12MB can be posted to the PGA Magazine Publications & Marketing Group's FTP Site:

Address: FTP://75.151.169.2

Acct: FTPggrw

Password: sesame

NOTE: SITE IS CASE SENSITIVE, MUST USE AN FTP CLIENT (i.e. FETCH)

Please send an e-mail to Julie Yuen at jyuen@pgamagazine.com once the file has been posted.

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

We examine every piece that comes from the GRAA, whether it is applicable to our business and what can we expect to increase by putting into effect. We focus mostly on the instructional end, so while we already implement many of the strategies in *Golf Range Magazine*, occasionally we find something a little different and give it a try like last year. We built a wedge range, after taking almost a year to get it approved, but have already seen results.

—Chuck Evans, Instructor
Chuck Evans Golf