



GRAA



GRAA BEST PRACTICES EMAIL SERIES

At the Golf Range Association of America (GRAA), we believe that no one knows the business of golf ranges better than the people who manage them every day. Their successful and innovative initiatives are captured in GRAA's Best Practice emails and distributed weekly to the entire GRAA membership. Best Practice emails are also archived on GRAA's newly enhanced GolfRange.org site so they are available to reference and access 365 days per year.

FEATURES & BENEFITS:

- One of four advertisers with category exclusive position on weekly email
- Reach over 43,000 golf range owners, staff, superintendents, General Managers, CEOs and PGA Professionals working at a facility with a golf range

CIRCULATION:

- 12,300 + Superintendents
- 6,800 + General Managers
- 600 + CEOs
- 24,000 + PGA Professionals working at a facility with a golf range
- Total average recipients each week: 44,600

TOTAL VIEWS / TOTAL UNIQUE OPENS FOR GRAA BEST PRACTICES:

- 4-weeks: 21,204/7,553
- 8-weeks: 43,866/9,048
- 12-weeks: 69,086/11,335

ADVERTISING OPPORTUNITY:

- 1 Top Right Banner: 200 pixels wide x 110 pixels high, may animate and will link to website.
- 2 One of Three Banners: 150 pixels wide x 200 pixels high, may animate and will link to website. Rate is \$575/week.

BANNER AD SPECIFICATIONS:

- Dimensions 150 px (w) x 200 px (h) - See above screengrab
- Static Ads should be submitted in JPEG format
- Animated Ads should be submitted in GIF format
- Maximum file size is 75 KB
- Ads are hyper-linked to the advertisers web site (please specify URL)

GOLFRANGE.ORG MATERIAL SUBMISSION GUIDELINES:

Banner Ad creative is due two (2) weeks prior to the flight start date.

Email Ads to Julie Yuen at jyuen@pgamagazine.com

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

The GRAA Best Practices weekly e-mails give my staff and me proven ideas from the best of the best that help us grow our business and stay relevant to the ever-changing needs of our customers. Each of our PGA Professionals use them as "the resource" for innovative concepts and ideas.

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