

CGA MEDIA



The CGA is a 501(c)(3) not-for-profit educational organization founded in 1909 to promote and protect the game of golf in the Carolinas by providing competitions, education, support, and benefits to golf clubs and golfers. The CGA is one of the largest golf associations in the country, with over 700 member clubs represented by over 200,000 individuals.

     /cgagolf1909
www.carolinasmgolf.org

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24



MEMBER BREAKDOWN

WHO WE ARE

705 Total Member Clubs
203,500 Total Members
165,900 Male Members
37,600 Female Members
8,000 Junior Members
5,582 Youth on Course Members
Average age is 63
376 Total Annual Events

SOCIAL MEDIA REACH



13,900
followers



9,100
followers



9,100
followers



1,800
followers



525
subscribers



To advertise, please contact Melanie Roth (910) 725-4085
or melanie.roth@carolinasgolf.org



ADVERTISING PARTNERS

DEDICATED EMAILS

Database Size: 185,000
 Average Open Rate: 52%
 Average Click Rate: 1.6%
 Rate: \$8,000
 Creative Size: 600px (width)
 Examples: conta.cc/3ZlmMoR & conta.cc/43cV7l6

DESTINATION GUIDE EMAILS

Database Size: 185,000
 Average Open Rate: 53%
 Average Click Rate: 1.5%
 Rate: \$2,500
 Creative Size: 686px X 686px
 Example: conta.cc/3rS04sC



eREVISION EMAIL BANNER *IMAGE 1

Database Reach: 178,000
 Average Open Rate: 70%
 Average Click Rate: 2.6%
 Rate: \$2,500
 Creative Size: 728px X 90px (jpg and png)

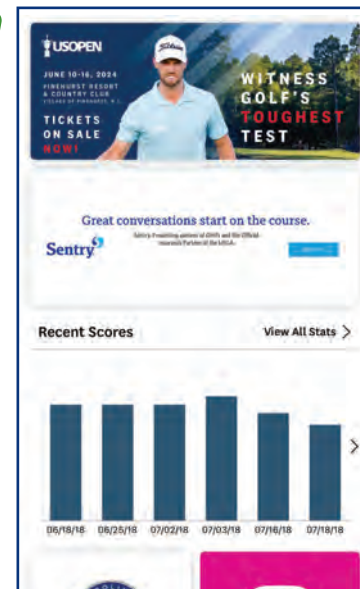
GHIN APP BANNER *IMAGE 2

Average Annual Unique App Users: 249,000
 Average Annual Screen Views: 111,000,000
 Average Annual Banner Impressions: 5,300,000
 Average Annual Banner Clicks: 93,000
 Position 1 Banner Rate: \$5,000 / week
 Position 2 Banner Rate: \$2,500 / week
 Creative Size: 1920px X 800px (jpg and png)

1



2



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ADVERTISING PARTNERS

MEMBER PERKS PROGRAM

We have partnered with over 20 companies to provide a discount code for CGA members to use on their products and in exchange we send monthly emails to our database of about 195,000 golfers in the Carolinas featuring our partners. To join the perks program, companies need to offer a discount, benefit or gift with purchase to our members, a giveaway worth at least \$150, and a one-time fee of \$1,000. For more information, please contact Melanie Roth at (910) 725-4085 or melanie.roth@carolinasgolf.org

Database Size: 195,000 (CGA Members and Prospects)

One-Time Fee to Join: \$1,000

Current Partners: carolinasgolf.org/member-perks

Quarterly Email: conta.cc/3r5DBYL

Monthly Themed Email: conta.cc/48HCsHU

Holiday Email: conta.cc/47VjPiO

CAROLINAS GOLF MAGAZINE

Print Edition Reach: 70,000 households

Online Edition Reach: 185,000 emails

Full Page: 7 x 10 in non-bleed or 8.25 x 10.75 in bleed

Two Page Spread: 14.5 x 10 in non-bleed or 16.5 x 10.75 in bleed

1/2 Page Horizontal: 7 x 5 in non-bleed

1/3 Page Square: 4.625 x 4.625 in non-bleed

1/6 Page: 2.25 x 4.875 in non-bleed

Previous Editions: carolinasgolf.org/carolinas-golf-magazine

Rates: Contact Julie Yuen at jyuen@pgamagazine.com

Dates & Deadlines: Contact Julie Yuen at jyuen@pgamagazine.com

CAROLINAS GOLF EXPRESS SPREAD

Database Reach: 185,000

Average Open Rate: 53%

Average Click Rate: 1.2%

Rate: \$2,500

Examples: conta.cc/3IFohbG & conta.cc/42ddqfG

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MEMBER CLUB ADVERTISING

DEDICATED EMAILS

Database Size: 185,000
Average Open Rate: 52%
Average Click Rate: 1.6%
Member Club Rate: \$4,000 (50% off)
Creative Size: 600px wide (jpg)
Examples: conta.cc/3IFohbG & conta.cc/42ddqfG

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Rate: \$2,500
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eREVISION EMAIL BANNER *IMAGE 1

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Average Click Rate: 2.6%
Rate: \$2,500
Creative Size: 728px X 90px (jpg and png)

GHIN APP BANNER *IMAGE 2

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Position 2 Banner Rate: \$2,500 / week
Creative Size: 1920px X 800px (jpg and png)

CAROLINAS GOLF EXPRESS SPREAD

Database Reach: 185,000
Average Open Rate: 53%
Average Click Rate: 1.2%
Member Club Rate: \$2,500
Example: editions.mydigitalpublication.com/publication/?m=61182&i=790022&p=2&ver=html5
Example: editions.mydigitalpublication.com/publication/?m=61182&i=809339&p=2&ver=html5

1



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