

ELECTRONIC AND WEB SITE MARKETING OPPORTUNITIES AT WWW.SCGA.ORG

THE OFFICIAL WEB SITE OF THE SOUTHERN CALIFORNIA GOLF ASSOCIATION



EFFECTIVE DATE:

January / February 2008

CONTACT:

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OVERVIEW

Electronic and Web site marketing opportunities on www.scga.org and www.foremagazine.org are available only to FORE Magazine and Southern California Directory of Golf advertisers and are based on total net dollars placed in these two publications.

OPPORTUNITIES

AD DOLLARS PLACED	GGD* (Months)	Web Site Boxes (Months)	SCGA E-News (Issues)	E-Blasts (Nos.)
\$ 2,250	2	0	0	0
\$ 4,500	4	0	0	0
\$ 9,000	6	0	0	1
\$12,000	12	2	1	1
\$15,000	12	4	2	2
\$20,000	12	6	3	3
\$25,000	12	8	6	4
\$30,000	12	10	9	6
\$35,000	12	12	12	12

Amounts over \$35,000 will be negotiated.

* *Great Golf Destinations* is a special advertising section available on both Web sites.

DEFINITIONS

WEB SITE BOXES are approximately 1.5" square and will link to the advertiser's Web site. Boxes will be placed on high-traffic pages, including:

- Home page
- SCGA Internet Posting home page
- What's Hot/Tournament Results page
- Handicap Lookup page

SCGA E-NEWS ADS are approximately 1.5" square and will link to the advertiser's Web site. They will run on the right side of the page. Total circulation (as of August, 2007) is approximately 35,000.

SCGA E-BLASTS are created by the advertiser, then approved and sent by the SCGA. Approximately 6,300 people have signed up and agreed to receive SCGA E-Blasts.

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