

# THE ALBERTA GOLFER

THE OFFICIAL PRINT AND DIGITAL MAGAZINE OF ALBERTA GOLF FOR OVER 30 YEARS

2017 RATE CARD

**USE THE ALBERTA GOLFER TO BUILD YOUR SALES!**

**CANADA'S PREMIER PROVINCIAL GOLF PUBLICATION**

**THREE DECADES OF PROVEN PERFORMANCE  
AND EXCELLENCE IN GOLF PUBLISHING**

- Alberta is Canada's leader in discretionary golf spending and per capita income
- Among the world's leaders in golf participation across all demographics
- Highly targeted, focused, cost-effective media investment across multiple platforms
- Use The Alberta Golfer to reach our upscale, free-spending readership





# INVEST IN ALBERTA

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## CANADA'S BEST GOLF MARKETPLACE!

- HIGH-EARNING, FREE-SPENDING READERSHIP
- CANADA'S LEADER IN DISPOSABLE HOME INCOME
- PROVINCE WIDE DISTRIBUTION REACHES THE ENTIRE ALBERTA GOLF MARKET

**Alberta is one of North America's best golf markets,** as proven by the success and sales generated by Alberta's consumer golf shows and the strength of the annual PGA of Alberta Buying Show. For over three decades, The Alberta Golfer has proven itself to be a cost-effective, highly focused media investment guaranteed to deliver your marketing message directly to a very highly qualified demographic.



## RATES FOR THE 2017 EDITION + ENHANCED DIGITAL PRESENCE!

RESERVE YOUR SPACE NOW  
IN THE 2017 EDITION OF THE ALBERTA GOLFER

- REVISED PRICE POINTS FOR THE 2017 EDITION, INCLUDING A NEW 1/6TH PAGE SIZE FOR BUDGET CONSCIOUS ADVERTISERS!
  - IMPROVED DIGITAL VERSION ONLINE YEAR-ROUND FOR INCREASED AND VALUE-ADDED EXPOSURE. DIRECT TO MEMBER EMAIL ADDRESSES.
  - SPECIAL EXCLUSIVE DIGITAL-ONLY EDITORIAL CONTENT THROUGHOUT THE YEAR TO DRIVE ADDITIONAL TRAFFIC TO THE DIGITAL ALBERTA GOLFER AND YOUR AD.
- ALBERTA HAS ONE OF THE WORLD'S HIGHEST ADULT GOLF PARTICIPATION RATES ACROSS ALL DEMOGRAPHIC GROUPS
  - THE ALBERTA GOLFER IS A PROVEN WAY TO TARGET THIS LUCRATIVE READERSHIP FOR ADVERTISERS INSIDE AND OUTSIDE THE GOLF INDUSTRY

By making The Alberta Golfer part of your marketing plans, your message will be seen repeatedly as our readers search out articles about the newest and latest in Alberta golf news, including player profiles, new course openings, exciting travel destinations, the latest in equipment news and much more.

The Alberta Golfer magazine is distributed to all member clubs of Alberta Golf throughout the province. Published in the spring, the 2017 issue will also be available for online viewing at [www.albertagolf.org](http://www.albertagolf.org), the official website of Alberta Golf and at [www.thealbertagolfer.ca](http://www.thealbertagolfer.ca). Additional targeted distribution opportunities are available through Alberta Golf's presence at major trade and consumer shows in Edmonton and Calgary.

### GET INTO THE ALBERTA GOLFER!

FOR ADVERTISING INFORMATION, CONTACT DUNC MILLS

DIRECT: 780.424.1111, EXT. 110  
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WEB: [THEALBERTAGOLFER.CA](http://THEALBERTAGOLFER.CA)

*The Alberta Golfer is a first-class, high quality, proven golf publication.  
Make your plans now to be included in our 2017 issue.*

**Circulation**

Minimum 15,000 copies distributed free of charge to all identified Alberta Golf member courses, clubs and associations in Alberta; Alberta Golf tournaments, key industry retailers, professional associations and advertisers, trade and consumer shows, and other golf promotion opportunities.

**Special Events**

The Alberta Golfer is very active in the golf marketplace in Alberta and is represented at virtually all major golf events throughout the province.

**Mechanical Requirements**

Magazine Trim Size:

8.375" wide x 10.875" high.

Printing Method: Offset, sheetfed.

Screen Size: Halftones, 150-line screen.

Advertiser's Proofs are required to accompany all ads.

Storage and Material: Electronic files and proofs will be kept for one year, unless other instructions are received from the advertiser.

Binding Method: Single fold, perfect binding.

All ads must have a resolution of 300 DPI.

Ad Submission: To ensure a quality product, The Alberta Golfer will only accept the following file types. All advertising must be submitted digitally.

Preferred File Types: EPS, TIF or press quality PDFs with crop marks.

PDF File Requirements: All fonts & images embedded, resolution of 300 DPI, and colour converted to CMYK process.

Other File Types Accepted: Adobe CS6 (Illustrator, Photoshop, and InDesign) for Macintosh.

Compressed files: Stuffit or Zip self-extracting archives for Macintosh.

**Important Notes:**

Please include all linked artwork and fonts.

Microsoft Word (.doc) files are not accepted.

All colour ads must be submitted in CMYK.

Advertisers should not use images found on the Internet, as they are generally low resolution RGB pictures that print poorly on an offset press.

Please avoid using generic names to label files. All supporting images should have file names that include the prefix of the initials of the advertiser's company.

<b>FULL PAGE AD</b> OUTSIDE BACK COVER <b>\$3,950</b> INSIDE FRONT + BACK COVER <b>\$3,295</b> DOUBLE FULL PAGE <b>\$4,700</b>	<b>FULL PAGE AD</b> <b>\$2,750</b>	<b>1/2 PAGE AD</b> <b>\$1,895</b>	<b>1/2 PAGE AD</b> <b>\$1,895</b>
8.375" W X 10.875" T	8.375" W X 10.875" T	3.625" W X 9.875" T	7.375" W X 4.875" T
LIVE AREA 7.375" W X 9.875" T			

<b>1/3 PAGE AD</b> <b>\$1,395</b>	<b>1/3 PAGE AD</b> <b>\$1,395</b>	<b>1/4 PAGE AD</b> <b>\$995</b>	<b>1/6 PAGE AD</b> <b>\$750</b>
2.375" W X 9.875" T	7.375" W X 3.25" T	3.625" W X 4.875" T OR 7.375" W X 2.375" T	(VERTICAL ONLY) 2.375" W X 4.875" T

EXAMPLE: Adamsgolf.eps, NikeAd.tif, etc.  
Do not label your ad "GolferAd.eps"

**Release**

Spring, Annually.

**Production Services**

Can be provided by publication, costs for same will be billed to advertiser, additional to cost of advertising space. Production includes design, artwork, and file archiving.

**Proof**

Shall be provided upon client's written request. Publisher reserves the right to edit copy received.

**Editorial**

Advertising and articles are independent and no advertising shall be placed as a condition of editorial coverage.

**Payment**

On invoice, 2% per month on unpaid accounts.

**GET INTO THE ALBERTA GOLFER!**

PUBLISHED BY ALBERTA GOLF  
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