



OFFICERS

President
Scott Thayer
Legends Club
612/369-4492

Vice President
Eric Ritter CGCS
Wild Marsh Golf Club
612/799-6414

Secretary/Treasurer

ExOfficio
Matt Rostal

DIRECTORS

Matt Cavanaugh
Rush Creek Golf Club
763/568-6696

Eric Counselman
Superior Turf Services
920/918-0293

Geoff Jordan
Eco Works Supply
218-213-2390

Jacob Kocak
Sommerby Golf Club
507/775-3744

Michael Sonnek
Royal Golf Club
612/244-6523

Executive Director

Jack MacKenzie CGCS
MGCSA
10050 204th Street N
Forest Lake, MN 55025
651/324-8873

November 16, 2020

Topic: 2021 Advertising Opportunities

Hello Affiliate Members,

The goal of the Minnesota Golf Course Superintendents' Association is to advance the art and science of golf course management, enhance the welfare of its members through education and communication, and promote the game of golf. The Board of Directors of the MGCSA is committed too:

1. Foster and maintain high standards of professional qualification and ethics.
2. Encourage study, research, discussion of all that will aid in the improvement of golf courses.
3. Affiliate and cooperate with other organizations for mutual benefit of accomplishing related objectives.
4. Help members render assistance to other members for the betterment of their golf courses.
5. Provide an easy, fast and convenient way for our Affiliates to promote commerce.

The Affiliate Members of the MGCSA are an integral group of the organization, and critical to the success of the Minnesota Golf Course Superintendents' Association. To that end, the MGCSA Board of Directors is pleased to offer advertising opportunities in the digital *Hole Notes*, upon the mgcsa.org web site and across the banner of *The Stimpmeter*. The fee structure for these opportunities has remained the same for several years, however, due to increasing administrative costs and other expenses, will be increasing modestly in 2021

Statistics generated over the last nine years, prove the amazing success the MGCSA has had in changing over to technologically advanced forms of media. The documented facts are simple to see.

Monthly, traceable readership of the *Hole Notes* magazine sent or redirected multiple times through *The Stimpmeter*, Facebook and Twitter, has been extraordinary with an average of over 550 reads per magazine in the last 89 issues according to statistics provided by Issuu magazine, our digital provider. The mgcsa.org website has received over a million hits since January 1st, 2013. And *The Stimpmeter*, our electronic newsletter, sent weekly, is typically opened by over 47 percent of the MGCSA readership. Almost all information upon *The Stimpmeter* is linked back to the website and/or an issue of the *Hole Notes* magazine

The statistical information shows that the bulk of our membership is quite in tune with technology and have adapted to the new media format. In order to provide you with an opportunity to promote your services, the MGCSA offers three networking opportunities: *Hole Notes* advertising, mgcsa.org website ads and banner logos upon *The Stimpmeter*.

Attached to this email are three menus related to the three formats. Please follow the directions and select the type of advertising that best fits your companies' promotion philosophy. If you have any questions, do not hesitate to contact our Executive Director Jack MacKenzie.

Thank you for considering advertising with the MGCSA. Together we can meet and exceed the goals and high standards we have set for our Association.

Respectfully Submitted,

Scott Thayer
MGCSA President



MGCSA

2021 *Hole Notes* Publication Rates and Contract

Statistically speaking, Hole Notes is a very well-read publication with an average of 550 reads per issue since digital inception in 2012. Hole Notes is electronically mailed once each month with double issues in November/December and January/February. After five years of locked-in rates, fees to advertise are going up modestly to balance administrative and publishing costs. This is in line with the cycle approved by the MGCSA Membership in 2016.

Rates for Hole Notes advertisements are based upon size and frequency of publication. Camera ready/digital copy must be in the Hole Notes office by publishing deadline (10th of the month). In the case of yearly contracts, the previously run ad will be re-run unless otherwise specified. Any requested modifications to the advertisement will potentially be billed back to the customer. Circulation size is approximately 612 to a specific market of current and past MGCSA members. The numbers of pages range between 50 and 64. All pages are printed in color unless where specified by the advertiser. Previous issues may be referred to in The Stimpmeter electronic publication. Hole Notes magazine is also available one-month post-publication upon the mgcsa.org website under the Resources tab. The ads are link capable. Annual pre-payment of advertising is accepted.

Month Placement					
Full Year 2021					
January/February		March	April	May	June
July	August	September	October	November/December	

Pricing Per Issue			
Size	10X	5-9x	1-4
Full-Page	315	350	410
Half -Page	260	290	350
1/4 Page	230	260	320

Ad Size	
Full-Page	7 1/2 x 10 (non-bleed)
Half-Page	7 1/2 x 5 horizontal 3 5/8 x 10 vertical
1/4 Page	3 5/8 x 4 7/8 vertical

Format
Ads are preferred in a high-resolution pdf or tiff format

Annual payment in full accepted.

PLEASE CIRCLE THE APPROPRIATE DATES AND SIZES ABOVE AND FILL OUT THE INFORMATION BELOW OR CONTACT JACK AT JACK@MGCSA.ORG AND HE WILL SEND YOU A PAYPAL INVOICE FOR YOUR SELECTION

Company Name _____ MGCSA Member Name _____

E-mail: _____ Phone Number _____

Address: _____ City: _____ State: _____

Advertising Agency: _____ Contact/Phone Number: _____

Payment Method (circle): Check Visa Mastercard Discover **Bill after insertion** **Annual one payment**

Mail to Jack MacKenzie, MGCSA Office, 10050 204th Street North, Forest Lake MN 55025
or email to jack@mgcsa.org



MGCSA

2021 Website Rates and Contracts

Rates for the banner ads on the mgcsa.org website are based upon location and size of advertisement. Banner ads will be rotated whenever possible. Web site ads must match the size specified by the web site host. Fees are based upon annual advertising and paid in advance of insertion. After five years of locked-in rates, fees to advertise are going up modestly to balance administrative and publishing costs. This is in line with the cycle approved by the MGCSA Membership in 2016. Advertising is for members only.

Acceptable advertisements formats are JPG, PNG, PSD, GIF, no SWF files. All advertisements must be ready to post. All advertisements are clickable to advertisers designated url.

Large Rotating Banner Ads – all page ads: \$1,035.00/year per location plus any new annual change, \$145 set up fee

- Large Header website home page ads will be placed above “main menu” on the home page
- Large Header Ad Dimensions: 468 px w 60 px h at a maximum file size of: 60K
- Large Footer website home page ads will be placed at the bottom of the home page
- The Footer Ad dimensions are 728 px w x 90 px h at a maximum file size of 60K
- Flash (.swf) file formats are not acceptable

Small Ads – home page: \$605.00/year per location plus any new annual set up fee of \$100.00

- Small website ads will be placed on the inset position of the webpage below the ‘starting below the main menu
- Small Ad Dimensions: 237 pixels x 60 pixels at a maximum file size of: 60K
- Flash (.swf) file formats are not acceptable

Small Ads – all interior pages: \$430.00/year plus any new annual set up fee \$100.00

- Small website ads will be placed on the left hand side of the web page below the “main menu”
- Small ads will be displayed on every interior page of the website
- Small Ad Dimensions: 180 px w x 150 px h at a maximum file size of: 60K
- Flash (.swf) file formats are not acceptable

Website advertising is prepaid on an annual basis

PLEASE CIRCLE THE APPROPRIATE INFORMATION ABOVE AND FILL OUT THE BILLING DATA BELOW

Company Name _____ MGCSA Member Name _____

E-mail: _____ Phone Number _____

Address: _____ City: _____ State: _____

Advertising Agency: _____ Contact/Phone Number: _____

Payment Method (circle): Check Enclosed Visa Mastercard Discover **

****IF YOU ARE PAYING WITH A CREDIT CARD PLEASE FILL OUT THE CONTRACT AND EMAIL IT TO JACK@MGCSA.ORG. HE WILL RETURN TO YOU A PAYPAL INVOICE. THANKYOU.**

**Mail to Jack MacKenzie, MGCSA Office, 10050 204th Street North, Forest Lake MN 55025
or email to jack@mgcsa.org**



MGCSA 2021 *The Stimpmeter* Rates and Contracts

The Stimpmeter electronic publication is created and delivered weekly through the year. Three relevant topics are highlighted, including scheduled events, and linked to other media. It is intended, beyond being a vehicle for information, is to drive traffic to the mgcsa.org website and promote the *Hole Notes* publication. Small logo advertising is also available on either side of, and below, the MGCSA logo in the banner of the promotion.

The Stimpmeter is sent to 500 Class members, including A, B, C and Educators as well as the Affiliate base. Reading rates trend seasonal and weather dependent, with an average of over 46% open on a weekly basis. This is considered a very good open statistic. After five years of locked-in rates, fees to advertise are going up modestly to balance administrative and publishing costs. This is in line with the cycle approved by the MGCSA Membership in 2016.

RATES:

A six-month logo, with web site link, inserted into *The Stimpmeter* is \$525.00/ six months or \$950 for one year paid prior to December 21, 2020. Mid-season contracts will be prorated at the six-month rate. These ads are prepaid.

Individual weekly ads with link are also available for \$85 per issue. Rendition, size and location of ad is solely up to the editor and will include pictures and multiple links when possible.

Contact Jack if you are interested in a logo ad inserted into *The Stimpmeter* or fill out the form below and scan and email or mail today

Company Name _____ MGCSA Member Name _____

E-mail: _____ Phone Number _____

Address: _____ City: _____ State: _____

Advertising Agency: _____ Contact/Phone Number: _____

Payment Method (circle): Check Enclosed Visa Mastercard Discover

IF YOU ARE INTERESTED IN PAYING BY CREDIT CARD PLEASE FILL OUT THIS FORM AND SEND IT TO JACK@MGCSA.ORG AND HE WILL PROVIDE YOU WITH A PAYPAL INVOICE. THANK YOU

Mail to Jack MacKenzie, MGCSA Office, 10050 204th Street North, Forest Lake MN 55025
or email to jack@mgcsa.org

Advertising in *Hole Notes*, MGCSA's monthly digital magazine, upon the MGCSA.org website or logo upon *The Stimpmeter* electronic publication is limited to members in good standing of the MGCSA.