

TRIAD GOLF *Today*

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Interested in the Triangle Market?

Triangle Golf Today is an online publication.

Production

Beverly Merritt
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Color Settings are available as snap
settings for Photoshop.

North Carolina's #1 Source for Golf News

TRIAD GOLF *Today*

**No
Gimmicks:**
Just a target
audience with proven
advertising results.



2021 Media Kit

Print Advertising | Digital Marketing

www.TriadGolf.com



Media Pricing

Ad Size	Open Rate	Annual Contract <i>Buy 8 ads, Get 1 Free</i>	Annual Contract <i>Early Pay Discount Save 15%!</i>
1/8 Page	\$350	\$2,800	\$2,380 <i>(per issue \$264)</i>
1/4 Page	\$575	\$4,600	\$3,910 <i>(per issue \$434)</i>
1/2 Page	\$950	\$7,600	\$6,460 <i>(per issue \$717)</i>
Full Page	\$1,200	\$9,600	\$8,160 <i>(per issue \$906)</i>

Premium Placement

Covers, Map - Add 15% to above listed price

Web Site

Interactive Ad on Website	Included with print ad
Top Banner Ad	\$1,800 or \$900* annual print purchase
Side Banner Ad	\$1,200 or \$600* annual print purchase

Posters

32" x 36" Cover or Article Poster: \$125

Additional Pricing

Rates are net. Agencies need to add the appropriate commission to the standard rates. Full color is included in the pricing.

Guaranteed Positions are 10% of total ad rate for half and full pages only. Map pages are guaranteed positions. Back pages are charged a 25% premium.

Three Strikes Rule: All advertisers will be contacted at least 3 times. After that we will run the current ad with an updated expiration date for any promotions.

Advertising Cancellations must be made prior to the closing date. Cancellations made afterward will have a 50% charge. Also a \$50 late fee will be charged on all ads not received on the Wednesday prior to printing.

First time advertisers must pay in advance.

Terms are 5% 15 net 30 days. Ads are billed per issue until the frequency discount has been met within the year. Account must be current to receive the free ads at the end of the year.



TRIAD
GOLF
Today

MONTH / EDITORIAL FEATURE*		DEADLINE
March	Junior Golf	February 8
April	New Equipment Reviews	March 8
May	Private Clubs	April 12
June	Mountain Retreats	May 10
July	Beach Golf Escapes	June 14
August	Wyndham	July 12
September	Renovation Profiles	August 16
October	College Golf	Sept. 13
Winter	Christmas Gifting	Nov. 1

*Editorial subject to change.

Print Ad Sizes

Full Page

10" wide x 10 1/2" deep

Half Page

Vertical - 4 7/8" w x 10 1/2" d

Horizontal - 10" w x 5 1/8" d

Quarter Page

4 7/8" w x 5 1/8" d

Eighth Page

Vertical - 2 3/8" w x 5 1/8" d

Horizontal - 4 7/8" w x 2 1/2" d

Product Information

Our publication is printed on 35 lb. offset with a #80 bright and stitched. Final trim size of 11" x 12 1/2". Ad design services are provided free of charge. Additional charges may apply for obtaining artwork.

Discounts

Triad buyers purchasing eight ads get one free. Accounts must be current to receive free ads. Free ads must be purchased in a calendar year.

Distribution

Distributed free to over 350 locations in the Triad metropolitan area and southside Virginia including Winston-Salem, Greensboro and High Point.

Our readership of 30,000 golfers goes to primarily golf related businesses and the remainder goes to restaurants, medical and travel centers including the Piedmont Triad Airport.

Publications are distributed via several high profile golf tournaments in the area.

Online Subscribers over 2,000

Over 15,000 online impressions monthly