Publisher
Triad Advertising Sales
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Triangle Advertising & Editorial
David Droschak
Phone: (919) 630-6656
Email: david@triadgolf.com

Interested in the Triad Market?
Triad Golf Today distributes 26,000-28,000 copies in the Greensboro, High Point and Winston-Salem metro areas. Please talk to your advertising rep for details.

Production
Beverly Merritt
Home Office Phone: (336) 463-5526
Fax: (336) 463-5526
Email: ads@triadgolf.com

Color Settings are available as snap settings for Photoshop.

North Carolina's #1 Source for Golf News

2019 Media Kit

Print Advertising | Digital Marketing

www.TriangleGolf.com

FREE AD
FREE AD
WITH THE PURCHASE OF ANNUAL CONTRACT

Media Pricing

Ad Size	Open Rate	Annual Contract *Buy 6 ads, Get 1 Free*	Annual Contract *Early Pay Discount Save 5%!*
1/8 Page	$350	$2,100	$1,995 ***(per issue $285)***
1/4 Page	$575	$3,450	$3,278 ***(per issue $468)***
1/2 Page	$950	$5,700	$5,415 ***(per issue $774)***
Full Page	$1,200	$7,200	$6,840 ***(per issue $977)***

Premium Placement
Covers, Map - Add 15% to above listed price

Web Site

Interactive Ad on Website	Included with print ad
Destination Guide	$650 or $325* annual print purchase
Top Banner Ad	$1,800 or $900* annual print purchase
Side Banner Ad	$1,200 or $600* annual print purchase
Business Web Page	$720 or $360* annual print purchase

Additional Discount
Advertise in Triad Golf Today and save 5% for each publication.

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.

TRIANGLE GOLF Today

MONTH / EDITORIAL FEATURE*		DEADLINE
Spring	Junior Golf	February 19
Late Spring	New Equipment	March 26
June	Mountain Retreats	May 7
July	Beach Golf Escapes	June 4
August		July 16
Fall	Renovation Profiles	August 27
Winter	Christmas Gifting	October 22

**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
Triangle buyers purchasing six ads get one free. Accounts must be current to receive free ads. Free ads must be purchased in a calendar year. Pickup ads receive a 5% discount in each publication.

Distribution
Distributed free to over 350 locations in the Triangle metro counties of Chatham, Durham, Franklin, Johnston, Orange and Wake. Also distributed to the Pinehurst and Fayetteville areas.

Our readership of 29,025 goes to primarily golf related businesses and the remainder goes to restaurants, medical and travel centers.

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

Requested and paid subscribers.

Online unique visitors: 12,132
Online page views: 41,732