

# TRIANGLE GOLF *Today*

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**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**  
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**Color Settings** are available as snap settings for Photoshop.

North Carolina's #1 Source for Golf News

# TRIANGLE GOLF *Today*

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



2020 Media Kit

# TRIANGLE GOLF Today



## 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 18
Late Spring New Equipment	March 25
June Mountain Retreats	May 6
July Beach Golf Escapes	June 3
August	July 15
Fall Renovation Profiles	August 26
Winter Christmas Gifting	October 21

\*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