



Kansas Golf
ASSOCIATION *Est. 1908*

2017 Media Kit

Kansas Golfer Online eNewsletter
kansasgolf.org
Digital Campaigns
Advertising Opportunities



Kansas Golf Association • 1201 Wakarusa Drive, Suite B5 • Lawrence, KS 66049
(785) 842-4833 • www.kansasgolf.org

KGA Website Advertising Opportunities

Website Ad Banner

This option is best for the client who wants to reach the largest audience of both members and non-members. Includes weekly rotation among other premium advertisers on the KGA website, www.kansasgolf.org.



1 Website Banner

Size – 185 X 300

Reach – 575,000 page visits in 2016

Pricing: \$500 year

Tournament Scoring Page Banners

Banners are located at bottom of individual tournament results pages. This option is best for the client who wants to reach a certain age demographic based on tournament. Banners are static and hyperlinked to the customer website.

2 Tournament Scoring Banners

Size – 780x150

Reach – 1,112,357 page visits in 2016

Pricing: \$750 year



To advertise, please contact Kim Richey: (785) 842-4833 ext. 202 or kim@kansasgolf.org

KGA eRevision Email Advertising Opportunities

With the assistance of GHIN, the Kansas Golf Association sends out bimonthly eRevision emails to all active KGA members. In order to receive this email, each member must opt-in by adding their email address to his or her personal GHIN account. In our current eRevision format we offer 4 ad placement areas:

- 1 TOP BANNER**

Size: 728 X 90

Pricing: \$50/issue or \$500/year.
- 2 SIDE VERTICAL BANNER**

Size: 258 X 946

Pricing: \$50/issue or \$500/year.
- 3 SIDE VERTICAL AD (X 2)**

Size: 185 X 300

Pricing: \$15/issue or \$250/year.
- 4 BOTTOM BANNER**

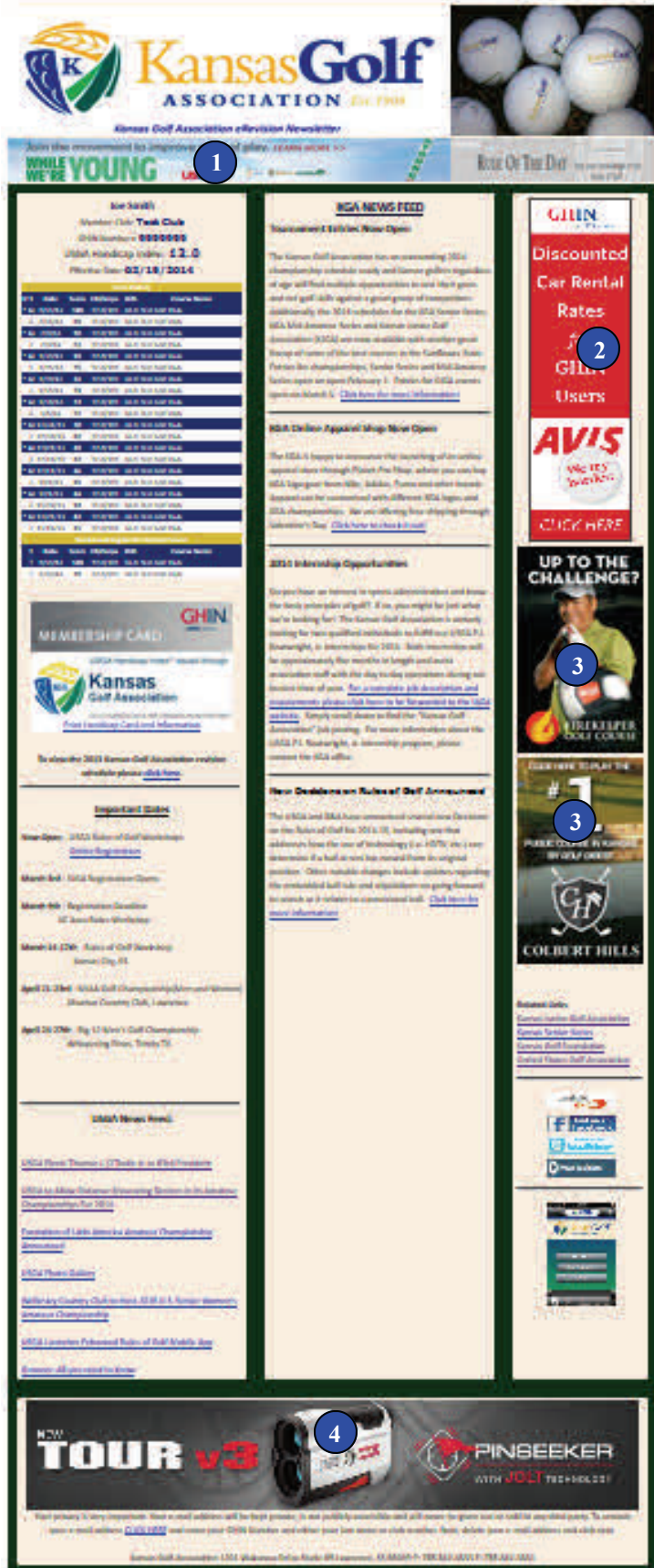
Size: 890 X 160

Pricing: \$15/issue or \$250/year.

We offer 18 in-season and 6 off-season issues.

Reach: 6,035 unique emails

Open Rate: 94 %



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Kansas Golfer Online Newsletter Opportunities

eNews Advertisement Banner

Advertisement placed into monthly e-newsletter sent out by the KGA to members and subscribers. Features news, updates, tournament results and teasers that drive visitors to the KGA website. You provide the HTML or image file, and include it in the email body.

eNews Banner

Size – 300x250

Reach – 17,500 unique emails

Pricing: \$150 year

Open Rate: 25-30%

Spring is coming – but in the meantime....

No doubt we are all tired of the record cold temperatures that make it impossible to play golf in Kansas right now. Sometimes we can get in that rare January or February round of golf, but not too often so far this year. Regardless of the cold there are still some interesting items on the Kansas golf scene to report:

Don Cox, former KGA champion and player-of-the-year who lives at Lake Quivira, sent the following link to the KGO earlier this month. Bald Eagles who nest and spend much of their days over at the nearby Kansas River have discovered some fun and intriguing round white objects on the ice at the lake. [Take a look!](#)

Steve Groom, the 2013 Kansas Senior Amateur champion, is keeping his golf skills in good shape this winter. He travelled to Naples, Florida in January and won the Society of Seniors 54-hole event at Gateway Golf and Country Club. His 72-74-74—220 score was three strokes better than runner-up Jack Bracken. Congratulations, Steve!

Cory Proehl is now in place as the head golf professional at Topeka Country Club. Cory comes from Colorado Springs where he was the head golf professional at Kissing Camels at Garden of the Gods. He is an Peoria, Illinois native and a graduate of Bradley University. **Blake Graham** makes a career move from Hallbrook Country Club where he was an assistant golpro to Manhattan Country Club where he will bring his playing/teaching

Dedicated eBlast

A dedicated blast sent to KGA members and subscribers interested in golf travel, equipment, lifestyle and discounts. You provide the HTML or image file, and we'll send it out. No more than one eBlast per month is sent. eBlast must contain a special offer to KGA members.

Dedicated eBlast

Size – 450x1250

Reach – 17,500 unique emails

Pricing: \$250 / blast

Open Rate: 25-30%

Golf Pass 2014
www.scsppgagolfpro.com

Click Anywhere To Preview The 2014 Golf Pass Online!

The gift that keeps on giving all year long!

Presented by:
METRO
APPLIANCES & MORE

Kansas Golf Association members,

You may have heard about the new South Central PGA Golf Pass offering up to 73 free rounds of golf in Kansas, Arkansas and Oklahoma for just \$49.95. One that also offers rare access to some of the finest private clubs in a three-state area.

If not, we invite you to log on to www.scsppgagolfpass.com and look over all the deals for yourself.

The free and discounted rounds are real. PGA Professionals throughout the section have come together to support a book that benefits the PGA Foundation and its programs for junior golf and growth-of-the-game initiatives. So get your buddies together and a tank of gas and enjoy some tremendous golf.

In Kansas you'll find offers from Auburn Hills, Brent Bruehl, Reflection Ridge, Sand Creek Station, Terradyne CC and Willow Creek among others. Great offers in Oklahoma and Arkansas are right across the border.

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