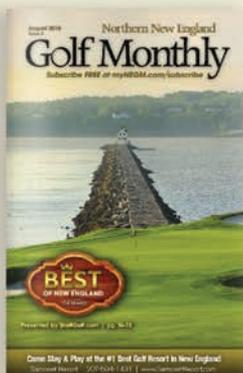


New England
Golf Monthly
10 YEAR ANNIVERSARY

MEDIA KIT

2017 - 18 • myNEGM.com



REACH
NORTHEAST
GOLFERS

INTRODUCTION

New England Golf Monthly is the #1 read regional golf publication in the country serving the interests of the Northeast as well as the organizations in support of the game. NEGM supplies our readers, associations and advertisers with a multi-media platform to share information and grow the game of golf.

WHERE CAN YOU READ OUR PRINT & DIGITAL MAGAZINE?

50,000 digest sized magazines can be found at virtually every public/private golf facility in the region. Each issue is also distributed via direct mail, marriage mail, trade shows and charity golf events. The digital issue is emailed, promoted socially and live online forever.

SCHEDULE - Theme (deadline)

- ▶ MARCH - Golf Expos (2/15/17)
- ▶ APRIL - New Year, New Gear (3/24/17)
- ▶ MAY - Juniors & Technology (4/21/17)
- ▶ JUNE - Charity Events (5/24/17)
- ▶ JULY - Christmas in July (6/23/17)
- ▶ AUG - Best of Awards (7/21/17)
- ▶ SEPT - Champions (8/24/17)
- ▶ OCT - Indoor & Fitness (9/29/17)
- ▶ NOV - Gifts & Travel (10/26/17)

For Multi-Media Advertising or a Custom Quote Contact:

Greg Sampson • Director of Marketing
800-736-9020 x 11 • 757-621-7494 cell • greg@nepublic.com
Paul Mignosa • Asst. Director of Marketing
800-736-9020 x 10 • 401-340-5465 cell • paul@nepublic.com

EDITORIAL REQUESTS

Timothy R. Branco • Editor/Publisher
800-736-9020 x12 • tim@nepublic.com

myNEGM.com

The New England Golf Monthly Platform is the only one of its kind in the Northeast. A la carte rates are featured below, however the best value is in one of our Packages or Custom Multi-Media Bundles designed around your budget and strategy!

PRINT/DIGITAL MAGAZINE RATES

Size	X1
1/3	\$525
1/2 (H or V)	\$750
Billboard Spread	\$1000 (1/3 of a spread)
Full Page (Inside)	\$1250
Two Page Spread (Inside)	\$2100
Brochure (Inside)	\$3750
Premium (Cover, Inside, Center, Rear, Back)	Call



WEB/MOBILE BANNER RATES

Name - Size	1 Month
Desktop Leaderboard - 1250W x 90H	\$325
Tablet/Mobile Leaderboard - 728W x 90H	\$375
Mobile Footer - 480W x 120H	\$450
Secondary Skyscraper - 300W x 600H	\$300
Home Page Square RC - 300W x 250H	\$275
Site Wrap - 300W x 1100H - two sides	\$1500
Banner Bundle (All Sizes)	\$875



WEEKLY ENEWS

Position	Rate
Presenting Sponsor	\$750/week
Membership (hyperlinked text & unlimited news, events, specials featured)	\$450/year



EXCLUSIVE EBLAST

Size	X1
5,000 emails	\$800
10,000 emails	\$1200
20,000 emails	\$1600
30,000+ emails	CALL



Sample MultiMedia Packages

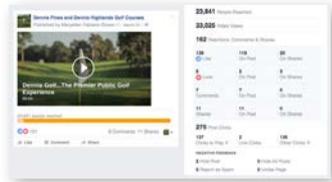
We offer unbeatable value to those that commit to our platforms for the entire golf season. Brand Collateral such as brochures and paid social media campaigns are often included. All packages can be billed monthly, quarterly or annually to fit your budget!

Sample 1

- (4) full pages to use how you wish (display or editorial)
- (1) presenting sponsorship of Northeast Golf Weekly enews
- (1) web banner in rotation for 12 months (can change any time)
- Membership to Northeast Golf Weekly
- Linked listing every week with unlimited submissions of news, events & specials to myNEGM.com/submit.

Sample 2

- (7) full pages to use how you wish (display or editorial)
- (1) presenting sponsorship of Northeast Golf Weekly enews
- (3) web banners in rotation for 12 months (can change any time)
- (1) exclusive eblast and social post to 20,000 golfers in your geo targeted area
- Membership to Northeast Golf Weekly
- Linked listing every week with unlimited submissions of news, events & specials to myNEGM.com/submit.



Sample 3

- (12) full pages to use how you wish (display or editorial)
- Reprints in private brochures for the season (4, 8 or 12 page)
- (2) presenting sponsorship of Northeast Golf Weekly enews
- (5) web banners in rotation for 12 months (can change any time)
- (2) exclusive eblasts and social posts to 70,000 golfers in your geo targeted area
- Membership to Northeast Golf Weekly
- Linked listing every week with unlimited submissions of news, events & specials to myNEGM.com/submit.



PRINT SPECS

FULL SPREAD

Trim Size: (w) 10.75" x (h) 8.375"

Bleed: (w) 11" x (h) 8.625"

FULL PAGE

Trim Size: (w) 5.375" x (h) 8.375"

Bleed: (w) 11" x (h) 8.625"

HALF PAGE VERTICAL

(w) 2.2742" x (h) 7.715"

HALF PAGE HORIZONTAL

(w) 4.715" x (h) 3.7523"

BILLBOARD SPREAD

(w) 11" (with 1/4" bleed) x (h) 3.7523"

1/3 PAGE

(w) 4.715" x (h) 2.4489"

1/6 PAGE

(w) 2.2742" x (h) 2.4489"

PDF format: 300DPI, CMYK, fonts embedded, .125" bleed for all full page, full spread & billboard spread ads.

WEB/MOBILE & ENEWS BANNERS

(w) 1250 x (h) 90

(w) 728 x (h) 90

(w) 480 x (h) 120

(w) 300 x (h) 250

(w) 300 x (h) 600

(w) 800 x (h) 350

72 dpi, RGB, standard IAB file size,
NO flash, gif and html5 accepted,
start-stop date and link(s)

SITE WRAP

350W x 1100H, 72 dpi, rgb, jpeg

Left & Right file

Text and logos should stay on
the inner 200W of each side

Link(s) - each side can link to
a different landing page

DEDICATED EMAIL BLASTS

600W to 800W x Desired Height

72 dpi, rgb, all images with absolute URLs

Subject Line

