



British Columbia Golf Superintendents Association

2024 ADVERTISING RATES

The BCGSA is offering advertising opportunities that are both cost effective as well as being of great value to you, our valued Industry partners. They specifically target the golf course Superintendents, who are the key decision makers in purchasing equipment, fertilizer, and supplies for golf courses.

Opportunities for advertising with the BCGSA for 2024 are as follows:

2024 Membership Roster

- Distributed in May
- Deadline for Ads – April 1st

DogWood – Spring Issue

- Distributed in April
- Deadline for Ads – March 30th

DogWood – Summer Issue

- Distributed in July
- Deadline for Ads – May 30th

DogWood – Fall Issue

- Distributed in October
- Deadline for Ads – September 15th

Website Advertising – Year Round

Eblast Advertising – Monthly

The **DogWood** magazine is now in full colour with approximately 40 - 50 pages on an 8½ x 11-inch page, that will be distributed to more than 450 British Columbia golf courses and industry alike, allowing you the opportunity to sell your products to all Superintendents in B.C.

The BCGSA Membership **Roster** is also in full colour with approximately 100 pages in a booklet that measures 5 ½ x 8 ½ inch page. This roster is used extensively by all members, Superintendents, and Industry alike.

The new website is expected to launch in Spring with advertising rotating through all sponsors on every page of the site. With the site launching mid-season, we will be pro-rating the rate for the 2024 season.

The British Columbia Golf Superintendents Association is a society to promote and support the Golf Course Management profession in British Columbia

The Association is also committed to starting monthly eblasts beginning this spring where Industry partners will have an opportunity of posting a banner linking to your company's website's home page or an "article" type link for promotion items or new products.

Below are the advertising rates for our website, roster, magazine and eblast communications, as well as our **Industry Package** that we offer. Many take advantage of these packages as they provide a reduced rate to meet their advertising needs. For more information, contact the office to discuss options.

We look forward to working with you to meet your marketing needs. Please contact Jenn Rozek to set up your advertising for 2024.

Thank you.



Brett Finlayson
President,
BCGSA

ADVERTISING HIGHLIGHTS & OPTIONS

- Colour Advertising
- Dogwood Magazine Advertisement
- Roster Advertisement
- Advertisement on the BCGSA Website
- Banner Advertisement on the BCGSA Eblast Monthly Newsletter
- Links to Your Website

"THE DOGWOOD" MAGAZINE

Full Page (7 ½" x 10")	\$575
Half Page (3 ½" x 9" OR 7 ¼" x 4 ½")	\$350
Quarter Page (7 ½" x 2" OR 3 ½" x 4")	\$200
Two-Page Deal	\$875
Center	\$950
Back Cover	\$800
Inside Back Cover	\$650
Inside Front Cover	\$650
Inserts – Per Page	\$625

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MEMBERSHIP ROSTER

Full Page (5" x 8")	\$600
Half Page (4" x 4")	\$375
Two-Page Deal	\$1150
Back Cover (5" x 8")	\$925
Inside Back Cover (5" x 8")	\$700
Inside Front Cover (5" x 8")	\$700

DIGITAL ADVERTISING

WEBSITE

The launch of the website is expected for May 2024

*Rates will be prorated by 2/3

**Sizing will be provided soon

\$500

MONTHLY EBLAST

Banner – per month charge

\$75

Article-type Link

\$200

ADVERTISING PACKAGES

Advertising in all 3 Dogwood Issues, the Roster and Website:

- Receive a 5% Discount

Advertising in all 3 Dogwood Issues, the Roster, the Website and the Monthly Eblast (commitment of 8 months or more):

- Receive a 10% Discount

To advertise with the BCGSA for 2024, contact Jenn Rozek at:

jrozek@bcgsa.com

Cell: 250-804-4973