

The Met Golfer

THE OFFICIAL PUBLICATION OF THE METROPOLITAN GOLF ASSOCIATION

MCAGOLF.ORG



The Met Golfer Florida Living Advertorials

The Florida Golf and Living section is a special advertising section that appears in the August/September/October and February/March issues of The Met Golfer. This beautifully designed section will include great advertorial content as well as print advertising from the participating sponsors and advertisers. The Florida Living Section is your guide to reaching a golf audience with affluence, frequent travel and interest in Florida!

RATES:

Issue Dates	Space Closing	Material Closing
Aug/Sept/Oct	June 15th	July 1st
Feb/March	December 15th	December 31st

RATES:

Unit Size	Open Gross Rate	1x NET Rate	2x NET Rate
Page 4CB	\$14,600	\$9,640	\$7,950 (per ad)
2/3 P4CB	\$11,680	\$7,732	\$6,519 (per ad)
1/2 P4CB	\$9,530	\$6,270	\$5,300 (per ad)
1/3 P4CB	\$7,300	\$4,823	\$3,975 (per ad)

HIGHLIGHTS INCLUDE:

- Full-sized 8–16 page Florida section to attract the attention of the reader
- Efficient, targeted reach of affluent, core golfers in the highly-desirable New York/New Jersey/Connecticut Metro market. Directly mailed to 100,000-plus avid-core golfer's homes.
- Multi-media exposure via online. Florida edit featured on the Travel & Lifestyle website extension of the MGA (www.mgagolf.org) site.

ADDITIONAL BENEFITS INCLUDE:

- Travel Reader Service Listing – supporting advertisers' contact information.
- Map of Florida – Participating advertisers' locations denoted on map.
- Opportunity to purchase reprints of the insert for dissemination.

SPECIAL OPTIONAL WEB COMPONENT DISCOUNTED PRICING BUTTON

Rates: (2) Months (MGA/MET website)

Without Ad: \$2,250

FL Section with Ad: \$250 for (2) months

MATERIAL INSTRUCTIONS

- Please send the required materials to Julie Yuen, Jyuen@pgamagazine.com
- For questions or concerns regarding materials, please contact Julie Yuen at 215-914-2071

