About the MSGA

The Maryland State Golf Association fulfills its constitutional mandate by promoting the best interests and true spirit of the game of golf as embodied in its ancient and honorable traditions; sponsoring and conducting state tournaments as well as USGA qualifying rounds each year; educating and informing Maryland golfers about changes in the Rules of Golf; and fostering respect for the game of golf as well as its Rules.

Custom Opportunities

The MSGA can create advertising and sponsorship packages customized exclusively for your brand. Contact studio@kenmontgroup.com to get started.

Advertising Contacts:

Kenmont Group
Chris Palmer - (804) 387-3401
Brian Turner - (804) 539-7717
**MSGA.org**

The association’s official website is the best way to reach Maryland and mid-Atlantic-based golfers through interactive formats.

**Traffic**
MSGA.org enjoys an average of more than 37,000 visitors per month.

**Content**
MSGA.org has become a key resource for area golfers to participate and maintain contact with the MSGA.

The website has evolved into the online center of golf in the area. Among other features, the website offers information about the Patron Program and online sign-up; online tournament sign-up; coverage of MSGA news and championship results; an interactive club directory search; Handicap services and online score posting; among its other features.

**Advertising**
Advertising on MSGA.org is available on the MSGA homepage as well as all major “inner” pages (see accompanying rate chart). All advertising will incorporate a link to the advertiser’s website.

**Frequency**
*Each advertisement will appear on MSGA.org for two (2) weeks.*
The MSGA can send an eBlast to its mailing list of over 34,000 subscribers who opt-in with a message completely dedicated to your company/golf course.

### Specifications

eBlast creative should be no more than 600 pixels wide. The MSGA requires electronic delivery of the HTML code no more than three days before the scheduled date of the eBlast. All advertising and links must be approved by the MSGA, paid in advance, and be accompanied by a signed MSGA insertion order. The advertiser has final approval before eBlast is distributed.

### Frequency

No more than two (2) eBlasts per week will be sent.

#### DEDICATED

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size (W x H)</th>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSGA Member Clubs</td>
<td>600 px wide</td>
<td>Full content area</td>
<td>$1,250</td>
</tr>
<tr>
<td>Non-MSGA Member Clubs</td>
<td>600 px wide</td>
<td>Full content area</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

eBlasts feature association news, promote upcoming events and include special offers to MSGA members and Patron Program cardholders. MSGA eBlasts may be sent on a dedicated or general basis (see accompanying rate charts). eBlasts include dedicated emails, segmented emails and eRevisions.
The MSGA can send an eBlast to a specific mailing list (based on a variety of demographics) with a message completely dedicated to your company/golf course.

### Specifications

Eblast creative should be no more than 600 pixels wide. The MSGA requires electronic delivery of the HTML code no more than three days before the scheduled date of the eBlast. All advertising and links must be approved by the MSGA, paid in advance, and be accompanied by a signed MSGA insertion order. The advertiser has final approval before eBlast is distributed.

### Frequency

No more than two (2) eBlasts per week will be sent.

*Note - Minimum $350*
The MSGA eRevision newsletter is delivered to more than 28,000 e-mail addresses and includes golfer’s updated Handicap Index and current scoring record.

**Specifications**

300 x 250px

**Frequency**

eRevisions are sent on the 1st and 15th of each month. All advertising and links must be approved by the MSGA, paid in advance, and be accompanied by a signed MSGA insertion order.

### eREVISION

The MSGA eRevision newsletter is delivered to more than 28,000 e-mail addresses and includes golfer’s updated Handicap Index and current scoring record.

<table>
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<th>Size (W x H)</th>
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</thead>
<tbody>
<tr>
<td>MSGA Member Clubs</td>
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<td>Center</td>
<td>$600</td>
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<tr>
<td>Non-MSGA Member Clubs</td>
<td>300 x 250 px</td>
<td>Center</td>
<td>$750</td>
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**eBlasts (continued)**

The MSGA eBlasts feature association news, promote upcoming events and include special offers to MSGA members and Patron Program cardholders. MSGA eBlasts may be sent on a dedicated or general basis (see accompanying rate charts). eBlasts include dedicated emails, segmented emails and eRevisions.
Maryland State Golf Magazine

The Maryland State Golf magazine, published ten (10) times a year, is written for the Maryland golfer and focuses on events, news, people, and issues important to the golfing community. Regular features include articles on MSGA championships, clubs and courses, instruction, equipment, the Rules of Golf, and golf travel destinations.

The Audience

Maryland State Golf reaches the most avid, dedicated golfers throughout the state of Maryland. The magazine is delivered by email to the inboxes of 28,000 members of the Maryland State Golf Association.

Advertising Rates

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<th>AD SIZE</th>
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<th>6x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td></td>
<td>$1,000</td>
<td>$900</td>
<td>$600</td>
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<tr>
<td>Full Page Sponsor*</td>
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<tr>
<td>Two Page Spread</td>
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<tr>
<td>Destination Report**</td>
<td></td>
<td>$2,500</td>
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</tr>
</tbody>
</table>

*Includes logo recognition feature
**Includes 3-page feature + Full Page ad

Sizes

Digital Specifications

Publisher prefers to receive high-resolution PDFs but other forms are acceptable.

Advertising Representatives

KenmontGroup
Chris Palmer (804) 387-3401
Brian Turner (804) 539-7717
studio@kenmontgroup.com

Production Capabilities

Full service design and production capabilities are all available at competitive pricing. Please talk to your sales representative for details.