

# WisconsinGolf

THE VOICE OF GOLF IN WISCONSIN



2023 Media Kit

# INTRODUCTION

The breathtaking beauty of Wisconsin's landscape cannot easily be summed up with words. A round of golf, however, does the job quite nicely. For those craving the latest golf news, business and course reviews in this picturesque state, we present Wisconsin.Golf.

Wisconsin.Golf is **the voice of golf in Wisconsin**, with daily coverage of local tournaments, stories of hometown heroes, and results of tournaments of all levels, from juniors to the PGA Tour. It also serves as a travel resource, with detailed directories of all courses in Wisconsin. Both entertaining and informative, Wisconsin.Golf engages the hearts and minds of passionate golfers, serving as an all-access pass to golf in their home state.

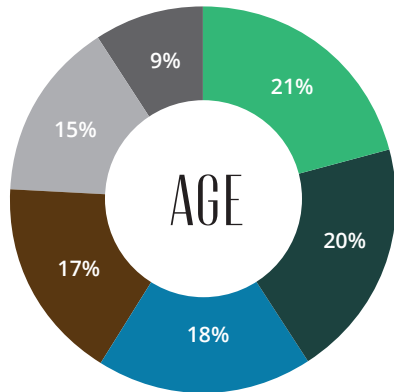
# AT A GLANCE

## Distribution Numbers



\*YTD through August, 2021

## Audience Profile



- 55-64
- 45-54
- 25-34
- 35-44
- 65+
- 18-24

Men .....	<b>63%</b>
Women .....	<b>37%</b>
Married .....	<b>55%</b>
College degree or beyond .....	<b>45%</b>
Employed .....	<b>69%</b>
Average household income over 100k .....	<b>44%</b>

Audience View ending September 15, 2020

# PRINT OPPORTUNITIES

## Print Insertions and Pricing Breakdowns

All prices are per insertion.

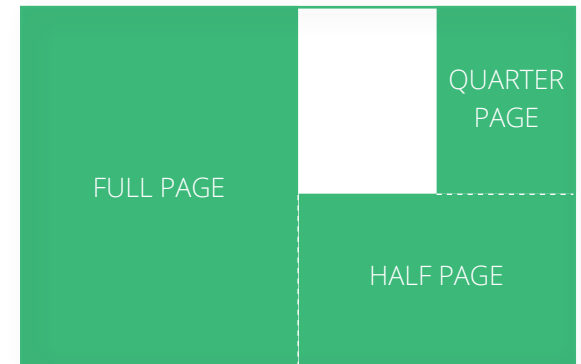
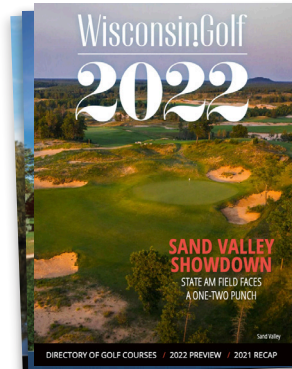
DISPLAY AD SIZE	RATE
Back Cover	\$3,150
Inside Front Cover	\$2,800
Inside Back Cover	\$2,660
Full Page	\$2,100
Half Page	\$1,155
Quarter Page	\$635
Basic Listing	FREE

## Close Dates

ISSUE	RESERVE	MATERIALS	AVAILABLE
Annual	12-16-2022	12-30-22	February 2022

## Ad Specifications and Production Requirements

DISPLAY AD SIZE	TRIM	BLEED
Full Page	8 3/8" x 10 7/8"	8 5/8" x 11 1/8"
Half Page	7 1/4" x 4 7/8"	N/A
Quarter	3 1/2" x 4 7/8"	N/A



All Display ad submissions must be a high resolution PDF.

- All fonts must be embedded
- Color space must be CMYK or grayscale only (No RGB, PMS)
- All images must be EPS or TIFF format at a minimum of 300dpi

Submit artwork under 10mb to [ali@orangewhipdesign.com](mailto:ali@orangewhipdesign.com).

For files over 10mb, upload to a file hosting service such as Dropbox or Google Drive and provide a link.

# DIGITAL OPPORTUNITIES

**Wisconsin.Golf** is the most authoritative source for golf news, features, reviews and analysis in the state. In 2021, we reached 3 million pageviews which is a huge milestone for a publication that started in 2017. Wisconsin.Golf also averages an annual increase of 40% in pageviews year after year. Our updated design provides advertisers multiple cost-effective ways to connect with a loyal audience across all digital platforms

## DIGITAL DISPLAY

Prices are monthly. Accepted formats: JPG, PNG, GIF, HTML5

### “Birdie” Website Positions

- **Sticky Anchor** - Fixed at the bottom of the screen on all pages and platforms. Sizes: 970x90 on desktop/laptop; 320x50 on mobile.....**\$400**
- **Leaderboard 1** - Top ad displayed on all pages and platforms. Sizes: 970x90 on desktop/laptop; 320x50 on mobile.....**\$350**

### “Par” Website Positions

- Multiple other positions displayed across the website. Your ad will be rotated for highest viewership on the home page, section fronts and article pages on desktops/laptops and mobile devices. Sizes requested: 970x90, 728x90, 300x250, 320x50.....**\$200**

## Podcast Sponsorship

- Talking.Golf is a Wisconsin.Golf podcast distributed on Apple Podcasts, Stitcher, Spotify and other podcast platforms. Hosts Gary D'Amato and Rob Hernandez check in weekly on the Wisconsin golf scene, from the tournament trail to the personalities to golf course news. Rates are monthly.....**\$200**

## E-mail Newsletters

- Spotlight your ad in our four e-mail newsletters: Monday's 'The Sweet Spot' (a weekly column of news and notes from Gary D'Amato), Friday's weekly recap of news and features on Wisconsin.Golf, updates on our featured golf course reviews and alerts on breaking news when it happens from Gary D'Amato and Dennis McCann. Rates are monthly.....**\$350**

## Social Media Sponsorship:

- One weekly 'paid partnership' post on Wisconsin.Golf Facebook and Instagram pages (ask us about current numbers... it's a LOT!). Posts will be shared to the Wisconsin.Golf feed and stories. Your post may be video or static image. Rates are monthly.....**\$400**

## DISPLAY



Submit zipped artwork to Megan Augustin @ Megan@KillarneyGolfMedia.com.