

ADVERTISING RATE SHEET

Places to Play All Over Southern California

That's the short hand description of SoCal Golf Guide. Sister publication of NorCal Golf Guide, now in its 12th year of publishing California's most informative and comprehensive golf course promotional tool. The Guide not only tells the huge local market of golf lovers where to play, but what makes your course worth a visit. We are the region's "Golf Bible", referred to again and again by increasingly affluent golfers searching for varied course experiences. SCGG publishes three annual issues, with wide-ranging distribution from Santa Barbara through San Diego, and a readership of over half-million. We deliver to hundreds of green grass facilities and hotels in Southern California. We go where golfers go, ensuring the reach and effectiveness of your advertising investment. We distribute 100% of the 100,000 books we publish each issue.

Golf Course Advertorial Monthly Rates

	Option 1	Option 2	Option 3
Full Page	\$476	\$328 + 4 rounds*	4-8 rounds weekly*
Front Cover and 4-page Feature	\$7,450/issue		

Display Advertising Rates (per issue)

	Annual Rate (3x)	Open Rate (1x)
Back Cover	\$4,900	\$5,800
Inside Covers	\$4,500	\$5,400
Full Page	\$3,980	\$4,776
Half Page	\$2,100	\$2,520
Quarter Page	\$1,200	\$1,440
Map/Directory Banners	\$600	\$800

NOTE: Play passes/certificates must be for "anytime" use.

* Number of certificates earned weekly is based on your saturday green fees.

Frequency & Circulation

SoCal Golf Guide is published 3 times per year, total of 200,000 copies annually: January-April, May-August, and September-December.

Deadlines

April 10 • August 10 • December 10



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