

GCAA COLLEGE GOLF CONNECTION

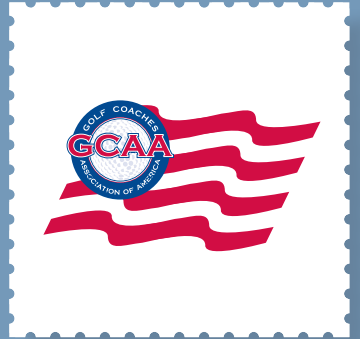
REACH

24,000

COLLEGIATE GOLF COACHES AND PLAYERS

EVERY WEEK

MEDIA KIT



A

Feel it to Believe it. **TRUE TEMPER** THE #1 SHAFT IN GOLF

CollegeGolfConnection Founded in 1938

GCCA Home NCAA NAIA NJCAA USA PGA of America AJCA

Golfstat Junior Golf Scoreboard Ping Golf Guide Current Polls Feb. 15, 2010

B

Elon golfer leads Haiti fund raiser
Greensboro News & Record
 Another Elon University athlete is trying to help earthquake victims in Haiti through a college sports community. Tyson Judy is leading the mens golf team in a pledge drive called "Eagles for Haiti," which asks sponsors to donate money to the Red Cross for every eagle scored this season by male golfers in the Southern Conference. [MORE](#)

C

GOLF FITNESS magazine

Submit a question
 Do you have a question regarding one of the stories featured here or a suggestion for a future article? Would you like more information about a specific topic? We always welcome your feedback. [Click here](#) to submit questions or suggestions to the GCCA.

GCCA HIGHLIGHTS

THIS WEEK'S FEATURE
Rule of the Month: Local rules, conditions of the competition, notice to competitors
GCCA
 As we begin the new year of 2010, the third year of the current Rules of Golf cycle is upon us. The rule book you currently have is dated January 1, 2008 and is effective until December 31, 2011. This would give one the impression that the Rules are fairly static, at least until the end of 2011. However a new Decisions Book on the Rules of Golf was just published, effective January 1, 2010. The Decisions are case studies to help us interpret the Rules, which can be somewhat confusing and not just black and white, as I am sure you can attest. [MORE](#)

Ellis Honor Award recipient
GCCA
 Former Texas A&M men's golf coach Bob Ellis has been named recipient of the GCCA Honor Award. Ellis will receive the award at the GCCA Hall of Fame Banquet at the Riviera Hotel and Casino in Las Vegas. The Honor Award is presented annually to a member of the GCCA Hall of Fame who is retired from coaching and has made significant contributions to the game of golf. [MORE](#)

C1

CHOOSE YOUR INNOVATION

LATEST COLLEGE GOLF NEWS

Warner Pacific golf launches prep coaching clinic
NAIA
 Warner Pacific (Ore.) Athletics is pleased to announce a clinic for Oregon high school golf coaches titled "The Successful High School Coach - Techniques for Developing a Winning Program." The event will be presented in partnership with the Oregon Athletic Coaches Association and hosted at Trysting Tree Golf Course in Corvallis, Ore. Also endorsing the event are the Oregon Golf Association, the Golf Coaches Association of America, the PGA western section and Oregon State University. [MORE](#)

E

SCNS Foods
 Whether you are a scratch player, or fight to break 100, our products will help you sustain energy and play your best. [MORE](#)

Vernon exits presidency with grace
USGA
 As he ended his final closed-door meeting as the 60th USGA president, Jim Vernon spoke about three words before choking up. It turned into an emotional moment. Executive Committee members Christie Austin and Pat Kaufman both said there "wasn't a dry eye in the house." Incoming president Jim Hyler stood and picked up where Vernon could not. Hyler's speech continued to tug at the heartstrings as he thanked Vernon and outgoing Executive Committee members Jim Bunch and Trv Fish for their contributions. [MORE](#)

D

GOLF INDUSTRY SHOWCASE

Taylor Made R9 3 Wood Fairway Wood
 The Taylor Made R9 3 Wood allows the player to launch the ball longer and stronger utilizing Flight Control Technology (FCT), which enables the face angle and lie angle to optimize flight and trajectory. Its New Classic head shape combines traditional and modern lines to create a confidence-inspiring, aesthetically pleasing look from address. [More info](#)

Cabretta Men's Golf Glove
 * Highest Quality CC select Tour Cabretta Leather for the softest and thinnest feel
 * Technologically advanced tanning process provides the ultimate gripping surface.
 * Special Moisture resistant treatment for enhanced durability and to reduce stiffening caused by perspiration and rain. [More info](#)

Master your Putting with The Perfect Link
 The Perfect Link is the perfect link to improving your game. Nothing lowers your score faster than mastering your putting and chipping techniques. The Perfect Link works because it sets the proper triangle between a golfer's shoulders, arms and hands (prior putting stance) and successfully prevents several common mistakes leading to improper alignment and missed shots. [More info](#)

GCCA Coaches Update
 Ben Marland, Director of Advertising Sales, 972.402.7025. Download media kit
 Steve Britton, Content Editor, 489.420.2823. [Contribute news](#)
 This edition of the GCCA Coaches Update was sent to #EmailIn. To unsubscribe, [click here](#). Did someone forward this edition to you? [Subscribe here](#) -- it's free!

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MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

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This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/HALF SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 24,000 collegiate golf coaches and players (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper/Half Skyscraper
\$3000/\$2500

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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GCAA COLLEGE GOLF CONNECTION, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO 750 COLLEGE GOLF COACHES AND THOUSANDS OF THEIR PLAYERS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of collegiate golf coaches and their players, the GCAA College Golf Connection keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

GCAA COLLEGE GOLF CONNECTION
IS A PROFESSIONAL RESOURCE FOR



TOP TEN REASONS TO ADVERTISE IN GCAA COLLEGE GOLF CONNECTION:



CREDIBLE SOURCE

For over 54 years, our members have turned to the association as the informational authority of the industry. Advertising in GCAA College Golf Connection solidifies your place among weekly information provided to GCAA members.



TARGETED DISTRIBUTION

Advertising in GCAA College Golf Connection allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to GCAA College Golf Connection have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, GCAA College Golf Connection ensures your ad will be seen every week by our 24,000 subscribers.



AFFORDABLE

Advertising in GCAA College Golf Connection is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of GCAA College Golf Connection has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in GCAA College Golf Connection.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.