

# COLORADO AVID GOLFER

coloradoavidgolfer.com

Elevating the Game.



# Demographic Profile

Colorado AvidGolfer delivers the most coveted readership of all:  
**ACTIVE, AFFLUENT** and **EDUCATED PROFESSIONALS**.

## AFFLUENT & WELL-EDUCATED

Average Age	49
Average HHI	\$146,705
HHI of \$150,000+	52%
College Educated	92%
Male/Female	88%/12%
Partners/Owners or Executives	59%
Subscribers live in Top 25 Wealthiest ZIP Codes in Denver Metro	48%

## STRONG BUYERS (Purchase Plans in next 12 months)

New Automobile	47%
Fine Jewelry	25%
Real Estate	33%
Dine Out more than 1x per week	73%
Financial Planning	40%
Health/Auto/Life Insurance	45%

## GOLF-MINDED

Play golf at private clubs/resorts	52%
Play more than 25 rounds per year	73%
Charity Tournaments Reached	300

## TRAVEL SAVVY

Plan to take 2-3 golf vacations <i>in Colorado</i>	59%
Plan to take 2-3 golf vacations <i>outside Colorado</i>	54%



# Multi-Media Approach



## DIGITAL MEDIA

*A Responsive Design Site and Targeted E-Marketing Platform*

**53,000** MONTHLY PAGE VIEWS

**25,000** MONTHLY UNIQUE VISITORS

**34,000** NEWSLETTER SUBSCRIBERS



## MAGAZINE

*Colorado's Premier Golf, Travel and Lifestyle Publication*

PUBLISHED **8** times Annually

OFFICIAL MAGAZINE Partner of the **CPGA, CGA** and **CWGA**

**520,000** READERS

**15,000** SUBSCRIBERS

**10,000** DIGITAL SUBSCRIBERS

COLORADO  
**AVIDGOLFER**



## SOCIAL MEDIA



*A Growing Community that Engages with our Targeted Audience*

**4,000+** Facebook Followers

**2,000+** Twitter Followers

Aggressive Client Strategies



## GOLF PASSPORT

*Colorado's #1 Golf and Dining Membership Program*

**4,000+** MEMBERS

Offers at **60+** COURSES and RESORTS

**150+** RESTAURANT DEALS



## EVENTS

*A popular event stage in the community with direct customer interaction*

**2** HIGH-END PARTNER EVENTS

**1** THREE-EVENT TOURNAMENT SERIES

**500+** PLAYERS

# Print Advertising Specifications

All dimensions are listed width X height

## FULL PAGE AD SIZES

TWO PAGE SPREAD  
BLEED: 17" X 11.125"  
LIVE AREA: 16.25" X 10.375"  
TRIM: 16.75" X 10.875"

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

FULL PAGE  
BLEED: 8.5" X 11.125"  
LIVE AREA: 7.875" X 10.375"  
TRIM: 8.375" X 10.875"

## FRACTIONAL AD SIZES

Do not bleed.

2/3 VERTICAL: 4.75" X 10"

1/2 VERTICAL: 4.75" X 7.375"

1/2 HORIZONTAL: 7.375" X 4.8542"

1/3 VERTICAL: 2.25" X 10"

1/3 SQUARE: 4.75" X 4.875"

1/6 HORIZONTAL: 4.75" X 2.3125"

## FILE REQUIREMENTS

Press-optimized PDF File Format is preferred (PDF/X-4:2008), please do not include crop marks in your file.

Ads should be designed and saved at 100% size, CMYK color profile at 300 dpi.

## IMAGE RESOLUTION

300 dpi is required for all image files. 72dpi files are not acceptable; ad materials supplied with low resolution images and/or graphics will be returned.

## COLOR PROFILE

Colorado AvidGolfer is printed using 4-color process. Specify all colors in your ad as CMYK process colors.

Rather than using 100% black to make a black background, use the formula 75% cyan, 68% magenta, 67% yellow, and 90% black for a denser black.

## GENERAL INFO

Materials are due at ad close. Proofread your ad (check spelling, address, phone number, etc). E-mail your ad materials to cindy@coloradoavidgolfer.com

For any questions regarding file preparation please contact jani@coloradoavidgolfer.com

# Digital Advertising Specifications

## HOME

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
ROTATING PROMO 457 X 400 (static image and url link)  
BANNER AD 300 X 250  
BANNER AD 300 X 600  
SKIN 160 X 1000 (two static ads on left and right, no flash files accepted)

## EVENTS/GEAR/INSTRUCTION/LIFESTYLE/NEWS

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
ROTATING PROMO 620 X 372 (static image and url link)  
BANNER AD 300 X 250  
BANNER AD 300 X 600  
SKIN 160 X 1000 (two static ads on left and right, no flash files accepted)

## TRAVEL (main page)

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
ROTATING PROMO 620 X 372 (static image and url link)  
BANNER AD 300 X 250  
BANNER AD 300 X 600  
SKIN 160 X 1000 (two static ads on left and right, no flash files accepted)

## REGIONAL TRAVEL PAGES (Arizona, New Mexico, Nevada, Utah)

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
ROTATING PROMO 620 X 372 (static image and url link)  
BANNER AD 300 X 250  
BANNER AD 300 X 600  
SKIN 160 X 1000 (two static ads on left and right, no flash files accepted)  
STAY/PLAY PACKAGES (resorts/golf offers) 1-2 images with copy describing property and offer  
CONTENT MARKETING POST 1-5 images with content copy and/or press release

## COURSES/PASSPORT

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
BANNER AD 300 X 250  
BANNER AD 300 X 600  
SKIN 160 X 1000 (two static ads on left and right, no flash files accepted)  
COURSE/PRODUCT LISTING 1-2 images with copy describing course/product

## RUN OF SITE

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
BANNER AD 300 X 250  
BANNER AD 300 X 600

## WEEKLY NEWSLETTER

TOP LEADER BOARD 728 X 90 (static ads only, no flash files accepted)  
TOP BILLBOARD 600 X 300 (static ads only, no flash files accepted)  
PROMO OFFER 300 X 250 (static image and url link)  
CONTENT MARKETING POST 1-5 images with content copy and/or press release

## EXCLUSIVE/CUSTOM BLAST

600 X 600 (1 static image with promotional copy and url link)

## FILE REQUIREMENTS

Artwork should be 72KB in JPG, GIF and/or PNG, Flash or Static format. Flash version 6. Recommended animation length is 15 seconds, maximum number of loops is 3. There is a two business day turnaround time once all creative has been submitted to Colorado AvidGolfer.

## DIGITAL AD SUBMISSION INFO

Materials are due one week before contracted campaign start date. Please proofread your ad (check spelling, address, phone number, etc).

For any questions regarding file preparation and to submit your artwork, please e-mail michael@coloradoavidgolfer.com