

CJGA Junior Golf News

Canada's #1 Source for Junior Golf News in Canada



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for Junior Golf News
in Canada

- ♦ *covering stories and profiles on junior golf,*
- ♦ *CJGA Alumni now playing on Professional Tours,*
- ♦ *places to play,*
- ♦ *rules of golf and*
- ♦ *places to travel*

CJGA MEDIA KIT

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CJGA Digital Junior Golf News is distributed free of charge throughout Canada to CJGA members, parents, sponsors and CJGA contacts and accessible through the CJGA website. All advertising inquiries should be made to Earl Fritz, earl.fritz@cjga.com or Ian Lederer at ian.lederer@cjga.com.

Mission Statement

The Canadian Junior Golf Association through the game of golf instills intrinsic values that include the development and growth of character, sportsmanship, discipline and integrity. The Canadian Junior Golf Association's mission is to enrich the lives of our youth through education, golf competition and training. The CJGA brings excellence to junior golf as a sport through opportunities and fellowship.

Canadian Junior Golf Association

The Canadian Junior Golf Association (CJGA) is a "registered Canadian amateur athletic association" (RCAAA) not-for-profit registered federally with Revenue Canada.

Through its six-stage competitive development program that focuses on tournaments, clinics, international competitions, and mentoring programs with PGA Tour professionals, the CJGA introduces the game to juniors as young as five and offers competitive multi-day events for the more advanced golfer. The CJGA acts as a feeder system to provincial and national competitions, collegiate and university golf, as well as professional and recreational golf.

For more information please visit cjga.com.

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The Canadian Junior Golf Association is a National Program that conducts events throughout Canada.

CJGA Junior Golf News is distributed monthly throughout the golf season to Golf Courses, News Media, CJGA Members, and their family, Sponsors, and all CJGA Contacts.

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Canadian Golf Facts

The population of Canada is **36,215,764** according to Worldometers.

According to the National Allied Golf Associations (NAGA), in Canada there are:

- ◆ **5.7 - 6 million golfers;**
- ◆ **60 million rounds** of golf played at almost **3,000 golf facilities**

According to the National Allied Golf Associations, the economic contributions of golf in Canada include:

- ◆ 300,100 jobs;
- ◆ \$8.3 billion in household income;
- ◆ \$1.4 billion in property and other indirect taxes; and,
- ◆ \$2.2 billion in federal and provincial income taxes.
- ◆ and the golf industry in Canada accounts for about \$19.7 billion in direct spending

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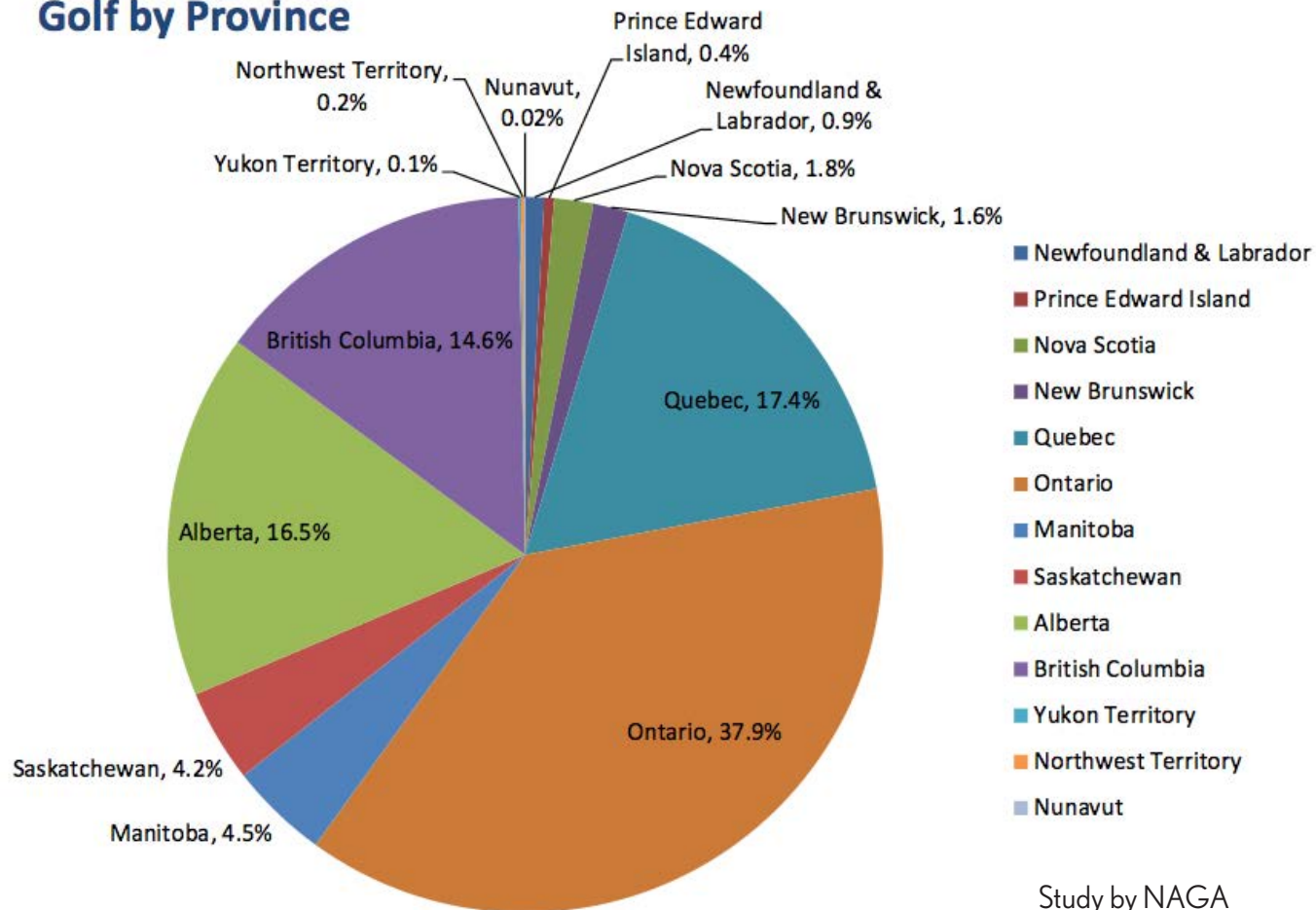
In addition to key benefits and the impact of golf in Canada according to the National Allied Golf Association include:

- ◆ Environmental Benefits - Over 175,000 hectares of green space managed by approximately 2,308 golf course operators, including 30,000 hectares of unmanaged wildlife habitat under golf course stewardship.
- ◆ Golf Participation - SNG estimates, based on starts reported by operators and rounds played reported by Canadian golfers, that approximately 60 million rounds of golf were played in 2013.
- ◆ According to a recent NAVICOM study - there are close to 5.7 million golfers in Canada.
- ◆ Employment Opportunities - The Canadian Golf Industry provides an excellent employment opportunity, with as many as 37% of those working at Canadian golf courses being students.
- ◆ Charitable Activity - In 2013 there were nearly 37,000 charitable events hosted at Canadian courses (25,000 in 2008). Using conservative estimates, these events raise more than \$533 million for charitable causes across Canada.
- ◆ Golf Tourism - Canadian travelers make more than 1 million trips involving golf, spending \$2.5 billion annually on golf-related travel within Canada (including on-course spending at courses visited). Foreign visiting golfers spent \$1.6 billion on golf related travel and on-course spending.

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Golf by Province



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Who reads CJGA Junior Golf News?

CJGA Contacts

- ◆ with an annual house hold income of \$151,000 +
- ◆ will participate, 78% , in CJGA sponsor promotions
- ◆ will purchase, 72%, a sponsors product/service
- ◆ will purchase, 74%, a sponsor product/ service over a non-sponsor product/service
- ◆ agree/strongly agree, 98%, that they have a positive opinion of companies/brands that sponsor or advertise with the CJGA
- ◆ and CJGA parents, 90%, are golfers themselves
- ◆ and parents, 60%, are recreational (non-competitive) golfers

Other Facts

- ◆ many CJGA contacts play in Corporate and Charity events
- ◆ many CJGA contacts play at least 20 rounds of golf each year
- ◆ many CJGA contacts will take at least one golf holiday a year

*source: CJGA Member survey 2013

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CJGA Reputation

- ◆ Alignment with the proven CJGA brand and reputation.
- ◆ Move product and carry your message effectively.

Turn-Key Events

- ◆ Leverage grassroots exposure and unmatched positioning

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Benefits of Advertising

- ◆ Increase brand loyalty
- ◆ Brand differentiation
- ◆ Changing/Strengthening brand image
- ◆ Creating company or product awareness and visibility
- ◆ Driving retail traffic or sales
- ◆ Highlighting community responsibility, or corporate social responsibility
- ◆ Building new and deeper community networks
- ◆ Enhancing the company's credibility and educating the public about products or services
- ◆ The opportunity to have the public sample a new product or provide a demonstration or a product or service
- ◆ Entertaining clients
- ◆ Targeting a niche market
- ◆ Recruiting, retaining or motivating employees (volunteership)

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Market to Targeted Audiences:

- ◆ access the CJGA's membership,
- ◆ loyal parents,
- ◆ affluent business leaders and
- ◆ community golf enthusiasts.
- ◆ reach customers and
- ◆ prospects face-to-face in meaningful, memorable ways.

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Circulation

- ◆ quarterly online digital issues of CJGA Junior Golf Newspaper year
- ◆ on CJGA Website
- ◆ email notices sent out to all CJGA Contacts throughout Canada directing them to the CJGA online Junior Golf News Website page

Ad Features

- ◆ each ad can be in colour
- ◆ all ads contain a link to the advertisers webpage, facebook, twitter, instagram and more.....
- ◆ ad may contain video from the advertising

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Ad Sizes



Full Page

Page: 8 1/2" x 11"
Bleed: 8 6/8" x 11 2/8"



Double Page Spread

Page: 17" x 11"
Bleed: 17 2/8" x 11 2/8"

Note: Page will be split by line in Flip book design



1/3rd Page
Horizontal

Page: 8 1/2" x 2 5/8"
Bleed: 8 6/8" x 2 6/8"



Half Page
Horizontal

Page: 8 1/2" x 5 1/2"
Bleed: 8 6/8" x 5 5/8"



Half Page
Vertical

Page: 4 1/4" x 11"
Bleed: 4 3/8" x 11 2/8"



1/3rd Page
Vertical

Page: 2 6/8" x 11"
Bleed: 2 7/8" x 11 2/8"

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Ad Specs

- ◆ Acceptable file types: PDF, JPG, Tiff - High Resolution Files
- ◆ All magazine ads must be in High Resolution Files
- ◆ Quark Files in output format, include all used fonts, photos, logos
- ◆ Video in mp4 format, audio turned on
- ◆ All bleeds are measured in 1/8" increments
- ◆ PDF Files can be in 8 1/2" x 11" but should only have copy that does not exceed" 8 x 10 1/2"
- ◆ All ads should be accompanied by the URL link to the company's website
- ◆ Resolution should be 300 dpi

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Rates

Ad Type	Size	1 time	2 times	3 times
Full Page	8 1/2" x 11"	\$1,500	\$1,000	\$800
1/2 Page Vertical	4 1/4" x 11"	750	500	450
1/2 Page Horizontal	8 1/2" x 5 1/2"	750	500	450
1/3 Page Vertical	2 6/8" x 11"	500	450	400
Double Page Spread	17" x 11"	2,500	2,350	2,250

Terms & Payment

Invoices are due upon receipt using credit card or by cheque. Invoices with payment by credit card should be faxed into the Canadian Junior Golf Association or by mail if using cheque.

Canadian Junior Golf Association

P.O. Box 118,
Newmarket, Ontario L3Y 4W3

Telephone:
1-800-598-CJGA (2542)
647-812-8522

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- ◆ Further your corporate branding
- ◆ Enhance your market presence
- ◆ Advertise to the golf market

Contact the
Canadian Junior Golf Association
to advertise at
1-800-598-CJGA (2542)
647-812-8522

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