

CMAA CLUB CONNECTION

REACH

6,300

CLUB MANAGERS

EVERY WEEK

MEDIA KIT



# MESSAGE TO THIS MARKET

## ADVERTISING OPTIONS

### A LEADERBOARD

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

### B 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.

The screenshot shows the CMAA website homepage with several advertising placements marked with letters A through F:

- A:** A large banner at the top right for "NanaWall" with the text "INDUSTRY UPDATE".
- B:** A vertical skyscraper ad on the right side of the page.
- C:** A banner for "the art of space" in the middle section.
- C/1:** A banner for "GB Design Consultants, LLC" below the "INDUSTRY NEWS" section.
- D:** A product showcase for golf equipment, including a TaylorMade R9 3 Wood Fairway Wood, a Workman HD from TORO, and an E-Z-GO TXT 48 golf car.
- E:** A callout text ad for "CREATIVE GOLF MARKETING" integrated into the "INDUSTRY NEWS" section.
- F:** A traditional text ad for "DYNAMIC GOLD" located at the bottom of the page.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

# AD RATES & SPECS

Prices are for participation in 13 emails to the 6,300 Club Managers (one 90 day cycle)



Leaderboard  
**\$3500**

Image Dimensions  
**728x90**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Top/Bottom Banner  
**\$2750/\$2500**

Image Dimensions  
**468x60**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Skyscraper  
**\$2750**

Image Dimensions  
**120x600**

File Format  
**JPEG, GIF**

Max File Size  
**40k**



Lorem ipsum dolor  
Lorem ipsum dolor  
sit amet, consectetur  
adipiscing elit, sed  
do eiusmod tempor  
incididunt ut labore et  
dolore magna aliqua.  
Ut enim ad minimum  
veniam, quis nostrud  
exercitation ullamco  
laboreis nisi. [More](#)

Product Showcase  
**\$2950**

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



Lorem ipsum dolor  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut labore et dolore magna  
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad  
**\$2500**

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



Lorem ipsum dolor sit amet  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et. [More](#)

Traditional Text Ad  
**\$1500**

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

## CONTACT US

**COLBY HORTON**  
DIRECTOR OF MEDIA AND CONTENT  
469.420.2601  
chorton@multibriefs.com

**BEN MAITLAND**  
DIRECTOR OF ADVERTISING SALES  
972.402.7025  
bmaitland@multibriefs.com

# THE CMAA CLUB CONNECTION, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO CLUB MANAGERS PROFESSIONALS NATIONWIDE.

The CMAA Club Connection 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 club managers who run more than 3,000 country, golf, city, athletic, faculty, yacht, town and military clubs, the CMAA Club Connection keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

CMAA CLUB CONNECTION  
IS A PROFESSIONAL RESOURCE FOR

NEWS  
IDEAS+

# TOP TEN REASONS TO ADVERTISE IN CMAA CLUB CONNECTION:



## CREDIBLE SOURCE

For more than 83 years, our members have turned to the association as the informational authority of the industry. Advertising in CMAA Club Connection solidifies your place among weekly information provided to CMAA members.



## TARGETED DISTRIBUTION

Advertising in CMAA Club 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 CMAA Club 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, CMAA Club Connection ensures your ad will be seen every week by our 6,300 subscribers.



## AFFORDABLE

Advertising in CMAA Club 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 CMAA Club 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 CMAA Club Connection.



## TRACK CAMPAIGN EFFECTIVENESS

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