

O'Keefe Publishing, Inc.

Promoting Golf In Colorado for 27 Years

Colorado Golf Marketing



DIVOT Magazine - www.divotmagazine.com

- 4 seasonal issues each year (Winter, Spring, Summer, Fall).
- 30,000 copies distributed throughout Colorado with each issue.
- Every ad program includes a feature story.
- Each digital version of Divot Magazine is emailed to 100,000 Colorado golfers.

	1 Issue	2 Issues	3 Issues	4 Issues
2 Full Page Spread	\$2700	\$2300 / per	\$1,900 / per	\$1500 / per
Full Page	\$1500	\$1300 / per	\$1100 / per	\$900 / per
1/2 Page	\$900	\$800 / per	\$700 / per	\$600 / per
1/4 Page	\$500	\$450 / per	\$400 / per	\$350 / per

Additional \$500 per issue for full page back cover.

Additional \$500 per issue for full page first 4 pages and inside back cover.



DIVOT Email Marketing - www.divotmagazine.com/emailmarketing.html

- Reach 100,000 Colorado golfers with an exclusive email campaign.
- All lists are developed from our own recourses. No lists have been purchased.
- We'll help you build and develop your email campaign.
- Open rates and click statistics are provided.
- Using Constant Contact as the delivery systems.

100,000 Colorado Golfers \$500 per email blast

Discounting may be available for multiple campaign commitments.



GOLFfind - www.golfind.com

- Post any Offer, Deal, Event or Announcement on our website.
- Your Posting is views by thousands of monthly visitors.
- Your Posting is also emailed to 75,000 Colorado golfers twice each month.
- Update or change your Posting any time you want.

3 Months Access \$200

6 Months Access \$300

12 Months Access \$500

Additional \$20 per month for each additional Offer.



Green Saver Program - www.greensavergolf.com

- The longest running golf discount program in Colorado... 20 years.
- There is no cost to participate.
- Participants must provide an offer that adds value to the program.
- Published annually, one time each year.
- 4,000 books distributed each year.
- The book helps raise thousands of dollars for charitable organizations.

Additional discounting is available when bundling multiple services.

O'Keefe Publishing, Inc.

303-797-8700 • www.okeefepublishing.com • info@okeefepublishing.com • PO Box 620999, Littleton CO 80162

DIVOT

MAGAZINE

Your Guide To Golf In Colorado

Publication Information

Advertising Specs: *Prices on the front cover.*

2 Page Spread - PDF or JPEG

Trim: 19" wide X 11.5" high
Image: 18.5" wide X 11" high
Bleed: 19.5" wide X 12" high

Full Page - PDF or JPEG

Trim: 9.5" wide X 11.5" high
Image: 9" wide X 11" high
Bleed: 10" wide X 12" high

1/2 Page - PDF or JPEG

Vertical: 4.425" wide X 10.825" high
Horizontal: 9" wide X 5.25" high

1/4 Page - PDF or JPEG

Vertical: 2.137" wide X 10.825" high
Horizontal: 4.425" wide X 5.25" high

Custom sizes are available per request.

Circulation & Distribution: *25,000 - 30,000 copies printed and distributed per issue.*

Hand Delivered (Denver Metro Area): 15,000+

Special Events / Tournaments: 2,000+

UPS Shipping State Wide: 8,000+

Denver Golf Expo: 5,000+

Dates & Deadlines: *4 issues published each year.*

Denver Golf Expo Issue - Official Show Program

Shelf Life: January - March
Deadline: December 20

Summer Issue

Shelf Life: July - September
Deadline: June 20

Spring Issue

Shelf Life: April - June
Deadline: March 20

Fall / Winter Issue

Shelf Life: October - December
Deadline: September 20

Stories and Press Release Specs: *Included with all advertising programs.*

1/2 Page Story:

No image = 700 - 800 words
With Images = 400 - 600 words

Full Page Story:

No image = 1500 - 1800 words
With Images = 800 - 1000 words

Demographics:

Male	77.5 %	50-59	24 %
Female	22.5 %	60-69	19 %
Married	68 %	70+	14 %
Graduated College	67 %	Own a home	68 %
Under 30	5 %	Own or lease 2+ vehicles	32 %
30-39	16 %	Dine out at least once a week	73 %
40-49	22 %	Household Income	\$158,000

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Reach 100,000+ Colorado Golfers Instantly

By utilizing more than 27 years of golf publishing experience, resources, and relationships through the operation of DIVOT Magazine, we have developed the most extensive golf related email databases available anywhere in Colorado.

None of our lists have been purchased.

List Generation:

- Opt-In Subscribing • Colorado Golf Expos & Shows
- Colorado Golf Tournaments & Events. • Contests, Giveaways & Surveys

Price:

\$500 Per Email

(discounts available depending on volume)

Includes:

- Email Design and Development
- Open Rates and Click Stats Provided

Deliver Systems:



List Breakdown:

All lists are developed from Colorado golf specific databases

State Wide (Majority Denver Area):	38,678
Denver Area:	27,125
Eastern Colorado:	741
Southern Colorado:	6,971
Northern Colorado:	3,255
Rocky Mountain:	1,968
West Slope:	1,554
Denver Golf Expo Attendees:	13,112
Denver Golf Expo Exhibitors:	622
PGA Members:	187
Tournament Directors:	421
Golf Media:	295
Lady Golfers (Majority Denver Area):	7,820
Total	102,749

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