

# 2017



# IDAHO GOLF ASSOCIATION DIGITAL ADVERTISING OPPORTUNITIES

## IGA eRevision Rates

Ad sizes	Reach	Cost & Duration	Open-rate
160x160 px	10,000 views/month	\$140 per eRevision	75%

*\*See your account representative for multi-insertion rates*

eRevisions are targeted to the avid golfers in Idaho. Readers are likely to be among their community's business and civic leaders. They are very active travelers and willing to spend more to make their golf trips more meaningful. They enjoy luxury automobiles, fine wine and dining, jewelry and top-quality accommodations when traveling.

The IGA sends out an eRevisions every two weeks to more than 10,000 members who have registered their email address. These eRevisions feature updated USGA handicap index information and score history information along with news, updates, membership offers, and much more.



## IGA Website Rates

www.theiga.org

Ad sizes	Reach	Cost	Duration
300x250 px	16,000 views/month	\$235	30 days/16,000 views
728x90 px	16,000 views/month	\$365	30 days/16,000 views

*\*For only 35% more, be added to the PPGA website (30,000 more views)*

*\*See your account representative for multi-insertion rates*

## IGA Dedicated eBlasts

Ad sizes	Reach	Cost	Open-rate
700x1000 px	10,000	\$650 per eBlast	36%

*\* Must be a specific offer to IGA Members*

*\*The IGA can segment addresses by Zip code. Prices vary depending on how many emails are sent. Cost is \$65 per thousand with a minimum of \$600 per eBlast.*