

2010 EDITION MEDIA KIT

CHARLESTON  
AREA  
GOLF GUIDE

CHARLESTONGOLFGUIDE.COM



Why advertise with the *Official Charleston Area Golf Guide* and [charlestongolfguide.com](http://charlestongolfguide.com)?

To get closer to your goals and reach your widest possible audience.



- Charleston Golf, Inc. (CGI) markets and promotes the Charleston, SC region as a premier golf vacation destination.
- CGI produces an extensive annual marketing campaign.
- The CGI sales staff books golf vacations for groups and individuals, arranges golf tournaments and provides travel assistance for everything from transportation to dining/nightlife, to where to purchase a new putter!
- The *Official Charleston Area Golf Guide* is the **ONLY** guide that is mailed out **BEFORE** the golfer arrives in Charleston. 50,000 copies are distributed each year.
- 90% of visiting golfers visit the downtown Charleston historic district, 70% dine in upscale restaurants and 50% visited retail/specialty shops and historic sites.
- The median number of nights stayed in the Charleston area is four.
- 56% have an annual household income of \$100,000 or greater, compared to 32.2% of Charleston area visitors overall. They spend \$289 per day vs. \$235 for the average visitor.

No one makes it easier to create and book a golf package - at the very best price - than Charleston Golf, Inc.!

 South Carolina  
*Smiling Faces. Beautiful Places.*



Bring your clubs. And your appetite.

Tee off where the game of golf began in America in 1786. Challenging courses. Magnificent history. Award-winning restaurants. All a chip shot from the tee.

Start building your custom golf package online  
at [CharlestonAreaGolf.com](http://CharlestonAreaGolf.com) | 800.774.4444

CHARLESTON  
&  
RESORT ISLANDS GOLF 

The *Official Charleston Area Golf Guide* can be found at the following locations:

- South Carolina State Welcome Centers
- Official Charleston Area Visitor Centers
- High-end Restaurants
- International Tour Operators
- Hotels
- Local Golf Courses
- Consumer Golf Shows (Spain, Toronto, Chicago and Cincinnati)
- Charleston International Airport
- Long Island/New York Local Distribution

This year, CGI is offering a combo package of print and web-based advertising to maximize your exposure to this important and growing market.



### NEW to charlestongolfguide.com this year!



A "Preferred Restaurant" page and "Tours, Attractions and Fun Activities" page within the "Charleston Area Info" Section.

#### PREFERRED POSITIONS INCLUDE:

- (1) Dedicated web page within the CGI website.
- (1) Rotating Leaderboard Banner ad with link to your website.
- (1) Rotating Side Banner ad listing your company as a "Premier Partner," with link to your site.
- (1) Link to your website from Charleston Area Info or relevant page.

#### FULL PAGE (REGULAR AD):

- (1) Rotating Leaderboard Banner ad and (1) rotating Side Banner ad with link to your site.

#### HALF PAGE (REGULAR AD):

- (1) Rotating Side Banner ad and link to your website.

#### QUARTER PAGE (REGULAR AD):

- Link to your website from relevant page.

#### AD SIZES:

- Leaderboard Banner ad: 791 pixels x 312 pixels
- Side Banner ad: 220 pixels x 220 pixels

# MECHANICAL REQUIREMENTS

PUBLICATION TRIM SIZE: 5 3/8" x 8 3/8"  
 SAFETY MARGINS: 1/4" from trim edges  
 PRINTING PROCESS: Web  
 BINDING METHOD: Saddle Stitch

This publication will be created using Adobe InDesign CS3 in an all Apple environment.

NON-BLEED	WIDTH	DEPTH
Full Page	5"	7 7/8"
Half Page Horizontal	5"	3 7/8"
Half Page Vertical	2 7/16"	7 7/8"
Quarter Page Horizontal	5"	1 7/8"
Quarter Page Vertical	2 7/16"	3 7/8"

BLEED	WIDTH	DEPTH
Full Page	5 7/8"	8 7/8"

(Half and quarter page ads are not allowed bleeds.)

The following software programs can be accepted:

- Adobe InDesign CS3 or earlier
- Adobe Illustrator CS3 or earlier
- Adobe Photoshop CS3 or earlier

**Note:** Quark Xpress files cannot be accepted. PageMaker, Powerpoint, and Publisher files cannot be accepted.

- The preferred format for all ad materials is press ready PDF.
- In the case of all other formats, please convert all fonts to outlines and be sure that all other support materials (placed .tif, .eps or pdf images) are in CMYK format and are included on the disk.
- Ad materials may be submitted on CD-ROM or electronically. Contact Andy Rankin for directions on how to submit your files electronically.

**Note:** We are unable to accept any type of disk other than CD-ROM. If files are sent on a disk other than those specified, there will be a charge to transfer files to a usable disk. No DVDs, please.

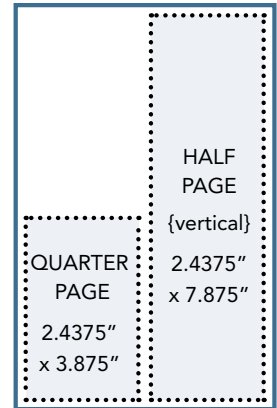
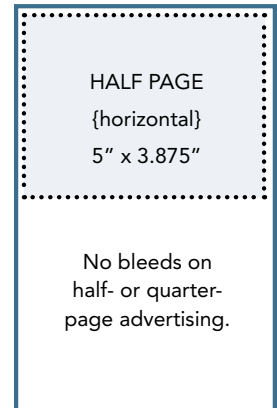
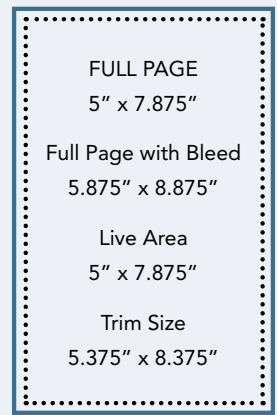
**Note:** Production is an all Apple (Mac) environment.

**Note:** If materials are received in any format that requires production work, a production charge will be applied. Production rates are \$75 per hour, with a minimum \$75 charge. This charge is in addition to the contracted ad rate and will be billed separately.

If an ad is to be produced, please provide the following:

- Body copy - typed or written
- Black & White press ready logos or letterhead
- Images in high resolution printable format (.jpg, .tiff, or .eps at no less than 300 dpi at final print size)
- Name and contact information for the person who will approve the ad

SEND MATERIALS TO: Charleston Golf, Inc.  
 Attn: Andy Rankin  
 423 King Street  
 Charleston, SC 29403



## Get into the game!

Take this opportunity to get your business in front of these influential buyers. Now is the time to get your share of the out-of-town golfer market.

For further details, please contact:

**Andy Rankin, CGI Representative**  
**843.805.3033**  
**[arankin@explorecharleston.com](mailto:arankin@explorecharleston.com)**

CHARLESTON  
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