

GOLF NOW! *Chicago*

CHICAGOLAND'S PREMIER GOLF DESTINATION GUIDE



LAKE

LINKS

LIFESTYLE



GOLF NOW! *Chicago*

OVERVIEW

Golf Now! Chicago, Chicagoland's Premier Golf Destination Guide is a distinctive, full-color publication, published annually, containing area golf news and tournament information, vivid-color golf course photos with detailed descriptions, area maps and a comprehensive golf course directory. Also included are exciting great escape packages, places to go after golf, elite facilities for hosting that special event, golf communities, real estate and lifestyle information. Avid local golfers use this handy, compact-sized publication throughout the entire golf season as a reference guide for golf course information, addresses and phone numbers. Those recommending and planning golf for others such as corporate, residential, retail, and hotel concierges and group meeting planners use our guide as a valued resource and preferred choice for their corporate and relocation clients, visiting golfers, and those guests requesting golf information in advance of their stay. (Visit our website at www.golfnowchicago.com for unsolicited customer feedback on our products and services.)

DISTRIBUTION

Our far-reaching distribution of **100,000 complimentary copies** begins in early spring and continues throughout the golf season. Destination golf guides are distributed to over 800 Chicagoland, IL, IN, MI and WI locations including golf courses, local and regional hotels, corporate and residential buildings, concierge companies and staffed locations, tradeshow, restaurants, real estate offices, insurance agencies, car rental agencies, health club facilities, retail sporting stores, hospitals, luxury car dealerships, travel and visitor centers, and busy rest areas on highly-traveled interstates, to name a few. Additional distribution is provided through our promotional program which includes local corporate and charity golf outings, association membership events and meetings, and direct-mail to meeting planners. Much of our distribution is personally delivered; however, we also work with several distribution companies to personally deliver and ensure ongoing restocking. We regularly monitor movement and spot-check locations. (We want golf guides in the hands of golfers not sitting in a box on the floor in someone's office.)

OUR MISSION

Golf Now! Chicago, Chicagoland's Premier Golf Destination Guide is a publication of Golf Club Masters, Inc., a consulting business specializing in the golf industry. Our services include publishing, event planning, and consulting services. Our mission is to enhance the enjoyment of golf for others by providing high-quality information and services. We offer valuable resources (print, web, phone assistance) to those individuals whose service is to plan golf for others. We work hard to create win-win opportunities that increase awareness and drive business back to our clients. Lastly, we are passionate golfers who understand the sport and who are involved in many fundraising and volunteer golf events to help others. (Visit "Who We Are" at www.golfclubmasters.com for more information.)

Cheryl Justak

Founder & Publisher

Golf Club Masters, Inc.

Publishers of *Golf Now! Chicago*

Chicagoland's Premier Golf Destination Guide



SPECIAL ADVERTISING SECTIONS

CLIPPINGS

- Announce important golf news, special events, and golf outing and tournament information which is featured in our Course Clippings section.
- Professional golf tournaments and regional golf schedules are also included in this section.
- Promote a local outing or golf tournament.

COURSES

- All featured golf facilities are listed alphabetically by state. Highly-visual, full color course views are complete with photos, course statistics, services & amenities and location information.
- Courses in this section are included on a detailed map and course directory. Golfers use this section for golf course information and booking tee times.



GOLF NOW! *Chicago*

SPECIAL ADVERTISING SECTIONS

ESCAPES

- Promote nearby Chicagoland hotel accommodations, stay and play packages or local golf getaways.
- GREAT ESCAPES TRAVEL
Includes fabulous resorts, courses and golf destinations to visit outside of the Chicagoland area.

PLACES

- An area dining guide and things to do before or after golf are located in this section. Target local area golfers as well as visitors who are looking for great places to dine and other recreational activities after golf.
- Directory listings, quarter and half pages are available.



GOLF NOW! *Chicago*

SPECIAL ADVERTISING SECTIONS

EVENTS

- Promote and advertise your golf or banquet facility for meetings, outings, corporate retreats or special events.
- Event and meeting planners use this section when considering locations for group events, outings and unique venues.

LIFESTYLE

- Golf communities and real estate, leisure lifestyles, apparel and equipment are featured in this section. Target those individuals whose dream is to live the country club lifestyle now or in the future.
- **THE PRIVATE COLLECTION**
Special advertising is available to promote Private Club facilities, memberships and lifestyle.





Linking Up Your Business with *Golf Now! Chicago* Advantages & Benefits

Golf Now! Chicago is becoming the preferred choice for a local and regional-based upscale audience with discretionary income and active lifestyles. It is an invaluable resource for the area golfers who plan various golf activities and reserve their own tee times; as well as to those service providers such as concierges, meeting planners and event coordinators who recommend and plan golf for others as a service.

Golf Now! Chicago is a high quality, digest-sized resource guide with a year-long shelf life, ensuring advertising dollars are well spent and creating constant awareness each time the guide is opened for a phone number or golf information. Our advertisers receive all of the benefits without the cost of consistent weekly distribution and restocking costs.

Golf Now! Chicago distributes 100,000 annual golf guides at over 800 locations beginning in early spring of the golf season and continuing throughout the golf year, thereby ensuring a highly-visible presence and far-reaching distribution. We also target unique distribution areas to ensure our guide is getting into the hands of golfers.

Golf Now! Chicago also targets Chicago's 40 million visitors annually. Of those, approximately 3% or roughly 1.2 million visitors are looking to enjoy a round of golf during their stay or will plan one on a return trip. Golfers traveling on business or leisure typically contact hotels in advance of their stay for information to be mailed, or once they arrive at their destination, consult service providers for golf course recommendations, locations, transportation and tee times.





Linking Up Your Business with *Golf Now! Chicago* Advantages & Benefits

Golf Now! Chicago's overall mission is to drive business back through its ongoing advertising, marketing, event planning, and relationship-building efforts. **We go above and beyond to continually help promote our customers!**

We continue to cultivate excellent long-term relationships with the many corporate, residential, hospital and hotel concierges, whose profession is to make excellent recommendations, reserve tee times and plan golf for others. Our guide is considered a valuable resource for their customers. **Our product and services are an extension of their reputation!**

Our distribution is personalized, which ensures relationships are maintained, advertisers promoted, and questions can be answered. We are always available to help when called upon for advice or needed suggestions.

Our advertisers receive all the benefits of our website partnerships which reach broad audiences thereby adding exposure and continual awareness.

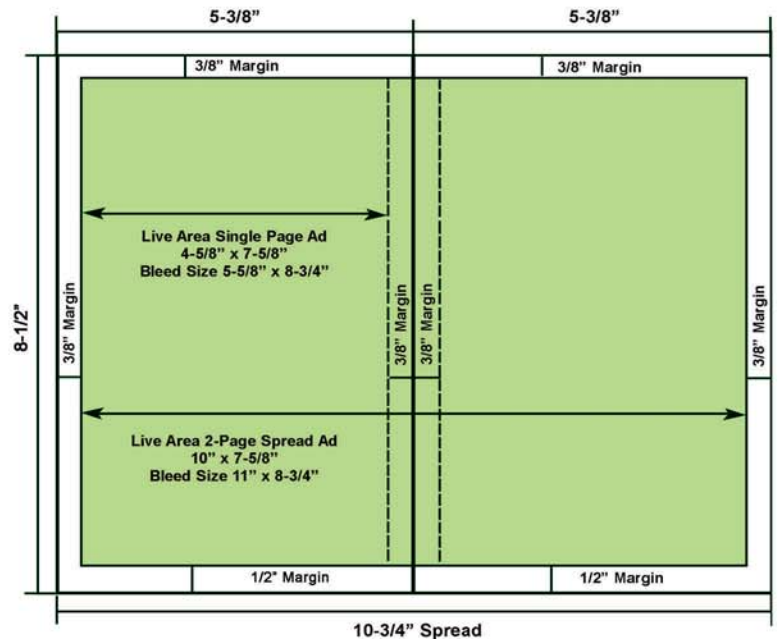
Through various association memberships, we take advantage of opportunities to promote the golf guide and all of our services at networking events, speaking opportunities, interviews, and meetings.



TECHNICAL SPECIFICATIONS

AD SIZES AND SPECIFICATIONS

- Quarter Page:** 2-1/4" x 3-1/4" (Vertical)
- Third Page:** 4-5/8" x 2-1/8" (Horizontal)
- Half Page:** 4-5/8" x 3-1/2" (Horizontal)
- Full (Single) Page:** 4-5/8" x 7-5/8" Live (3/8" Margin)
5-3/8" x 8-1/2" (Trim)
5-5/8" x 8-3/4" Bleed
(1/8" Bleed Allowance)
- 2-Page Spread:** 10" x 7-5/8" Live (3/8" Margin)
10-3/4" x 8-1/2" (Trim)
11" x 8-3/4" Bleed
(1/8" Bleed Allowance)



DIGITAL FILES SUPPLIED ON DISK

Please supply advertisements in Macintosh format on CD-Rom or DVD. Ads should be created according to the above specifications using Quark Express, InDesign or Adobe Acrobat PDF programs.

High resolution PDF files are preferred with embedded fonts to include full bleeds. If using Quark or InDesign programs, please supply completed ad with all fonts and supporting images as well as a high-resolution PDF copy of the ad.

High resolution photos to be at least 300 dpi, CMYK format, and set up for process separation.
Please furnish a color proof.

Additional charges will apply for ad design and content written.

SEND AD MATERIALS TO:

Cheryl Justak
Golf Club Masters, Inc.
3 North Court Street, Suite B 345
Crown Point, IN 46307
cheryljustak@golfclubmasters.com
or cjustak@msn.com