

2024

ADVERTISING RATES
& INFORMATION

Providing Marketing
Solutions To The
Golf Community
For Over 25 Years!

flagstick
PUBLISHING, CONSULTING & EVENTS



FLAGSTICK.COM

FLAGSTICK.COM has become one of the primary sources for golfers in Canada to get all their golf information needs whether it be equipment, travel, instruction or news. Building on the things we have learned about what golfers are looking for in a website, we continue to develop an online source that encompasses the elements of information and communication that should satisfy every golfer's needs. From golf course information to equipment reviews, from what's happening to what's going to happen...we have it covered.

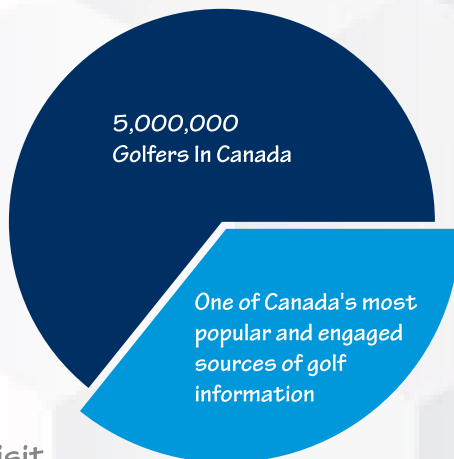
Content Is King

One of the things that FLAGSTICK.COM is most proud of is our connection to our golf community. For over 25 years we have spent countless hours connecting with golfers through tournaments, events, social media and of course, our website. We pride ourselves on being leaders in the delivery of content to the thousands of golfers who spend time with us online. Our content is homegrown, no news feeds...everything we publish comes from our writers and correspondents and is uniquely prepared for FLAGSTICK.COM

Interaction

We hear it regularly from readers, the industry, and fellow media members - no Canadian golf media outlet is more engaged with golfers. Through all our channels we engage and listen to our audience, take their questions, and offer expert insight and advice. That includes sharing insights about our marketing partners, helping push their businesses to greater success.

Up To
4500
Users
Each
Day!



Over 500,000 Users in 2023

Over 7.1 Million Page Views Shown

Up To 4500 Users Each Day

87% Of Web Traffic Is Canadian

Users Spend An Average Of 5 Min/Visit

Traffic Supported By 20,000+ Social Media Followers

The Top 2 In-market Interests Of Readers Are Sports & Travel



Banner Ad Positions & Delivery

Our impression based ad program ensures that your banner ad will deliver the number of impressions you purchase. We can fulfill that impression number, or, if you need the ad to last over an extended length of time, you can add more impressions to meet the needs of your marketing plan. All banner ads will deliver in the four ad slots, Site Topper, Header, Footer, Leaderboard Slots & Block Ads. If you require only a specific spot keep in mind it will take longer to deliver the impressions by minimizing the number of ad positions you use.

Website Rates

Site Topper (970 x 200).....	\$35 CPM
Header Spot (728 x 90).....	\$30 CPM
Leaderboard (728 x 90).....	\$30 CPM
Footer Position (728 x 90).....	\$30 CPM
Block Ads (320 x 250).....	\$25 CPM

By Default All Banner Ads Purchased At The 728 x 90 Size Are Delivered In Rotation In These 3 Locations

Category/Features Banner Ads

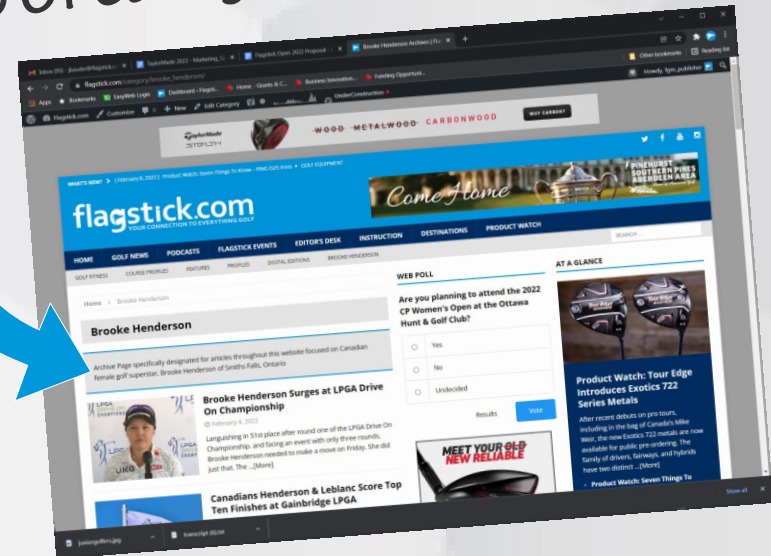
Our primary ad delivery system is through random ad delivery throughout the website in various position based on size of ad. If you are looking for something more constant that you know will show up in a specific area of the website all the time, then you need to look at our Category Banner Ads. These ads appear at the top of a specific category as sponsored position. No other ad will appear in the spot, they are not in a rotation they are permanently pinned to that category page.

Brooke Henderson Archives.....	\$ 2500 per year
Instruction, Destinations, Product Watch, & Editor's Desk	\$ 2000 per year
All Other Categories.....	\$ 1500 per year

Over 10 Million Banner Ad Impressions Displayed in 2023



Premium Ad Position Pinned To The Top Of Category



Ad Pop-Ups

One of the most effective ways to get the attention of a website visitor are ad pop-ups. Ad pop-ups on **FLAGSTICK.COM** can transition into the page in a number of different ways, have the ability to be one single ad creative or multiple creative in the same campaign and can be linked to whatever URL you would like. **FLAGSTICK.COM** ad pop-ups can appear on any page of the site not just the landing page, so however a visitor arrives the pop-up will appear on that page.

Monday to Thursday...\$ 425
Friday to Sunday.....\$ 375
Full Week.....\$ 650

Featured Video Content

It is no surprise that showing golfer's your product is a very effective way of marketing it. What better way to highlight your golf course then by showcasing it on the front page of one the country's top golf websites. Positioned on **FLAGSTICK.COM's** front page your video will reach more than 2600 visitors each day under our "Featured Video" area

Featured Video.....\$ 350
(displays for one week)

Note - Videos must be provided or link to a YouTube Page.



15,000 Impressions Each Day.

The Ultimate Showcase Through Video

DIGITAL MARKETING - FLAGSTICK DIGEST

Today's advertiser is always in search of new, complementary options to deliver their marketing message. The digital marketing era hasn't just arrived, it has begun to take over how we reach customers. But, it is not enough just to simply throw graphic ads into an ad blast and fire it out to a database in hopes that the message is read or received by its intended target audience. You need to be sure that the customer has a reason to read the email being sent and that your marketing message has an opportunity to get noticed and acted upon.

FLAGSTICK DIGEST e-newsletter has been re-built with exactly that in mind...a content-based marketing tool that encompasses internally generated editorial content that is extremely informative, timely and relevant to the audience including a subtle, non-intrusive ad space that is large enough to include your entire message but small enough to not overpower the content.

The secret to this type of digital marketing strategy potentially being more successful is its delivery method. Rather than the traditional e-blast which goes to a specific sized database. **FLAGSTICK.COM** uses all the digital marketing option **FLAGSTICK.COM** has available to ensure that the message is delivered to the largest audience possible over multiple digital platforms including X, Facebook, Instagram, YouTube & **FLAGSTICK.COM**. Of course anyone can send the link to an e-blast through social media and post it to a website, however, very few have the social media presence or website traffic that **FLAGSTICK.COM** has...period!

The Reach:
over 20,000

Subscribers, Twitter (X), Facebook, Instagram & Flagstick.com

The Cost:
Only at \$550 Per Edition
Published 3 Times per week

A Higher
Than 35%
Open Rate

Up To Date
& Relevant
Content

Enough
Ad Space
To Effectively
Deliver Your
Message

flagstickDigest
GOLF NEWS & INFO DIRECT TO YOUR INBOX

Product Watch: Subtle But Impactful Changes Mark the New Vokey Design SM9 Wedges

Eighteen years ago, a new era began on the PGA TOUR. It was the start of the period where wedges designed by a craftsman from Verdun, Quebec, Bob Vokey, became the most played on the top professional golf circuit. That dominance continues to today. As much as that has been a constant, what has been far more variable are the ...

[Read more](#)

Brooke Henderson Starts LPGA Season With A Second Place Finish

Starting the day just two strokes off the pace of the leader, Brooke Henderson did not have the Sunday she (or her fans) had hoped for, but ultimately it was a good way to start the 2022 LPGA season at the Hilton Grand Vacations Tournament of Champions. A Sunday score of 70 (-2) was not enough to propel the Smiths ...

[Read more](#)

Instruction: How Important Is Face Angle When You Putt?

Having an open or closed putter face when you putt; does it matter? If so, how much? Those who study putting like Dave Pelz will tell you that face angle contributes as much as 83% to the starting line of your putts (clubhead oath contributing most of the other part) so controlling it is important. Getting the right start line, ...

[Read more](#)

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DISCOVER THE CARBONWOOD

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CONTENT MARKETING - FLAGSTICK DIGEST

There are many different ways to get your businesses message out to potential consumers and as we know, consumers all react differently to different messaging and the way that messaging is delivered. Flagstick Digest gives you the opportunity to switch it up a bit from traditional advertising and give you a chance to be part of the conversation.

Content marketing essentially allow you to have a small editorial written about your business complete with photos, links and whatever you need to showcase yourself to our audience. We then include that content posted to **FLAGSTICK.COM** as sponsored content and include it as an editorial block within the edition of Flagstick Digest that you choose...it is that simple.

Using Flagstick Digest for traditional advertising work well and combined with other forms of non-traditional marketing can send your message to the portion of our audience that reacts more to editorial content then to ads.

The Reach:
over 24,000

Subscribers, X (Twitter), Facebook, Instagram & Flagstick.com

The Cost:
Only at \$ 500 Per Edition
Published 3 Times per week

A Higher
Than 35%
Open Rate

Your Content,
Your Message,
Linked To You!

Shared Across
Our Social
Network, Posted
To Our Website.

TaylorMade STEALTH WELCOME TO THE CARBONWOOD AGE DISCOVER THE CARBONWOOD

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GOLF NEWS & INFO DIRECT TO YOUR INBOX

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Read more

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FLAGSTICK PODCAST - WEEKLY PODCAST

Launched in March of 2022, the **FLAGSTICK** Podcast has grown to become one of the most popular Canadian-based golf podcasts. There have been downloads of the show in more than 85 countries and recognition continues to grow as we put more effort in marketing episodes and increase listener activations and interaction.

Those factors, along with regular, in-depth content, have made the **FLAGSTICK** Podcast a strong part of our marketing offerings for our clients and partners. The hosting duo of Jeff Bauder and Scott MacLeod work hard to ensure episode in both informative and entertaining and continue to adapt the show as the audience demands. There is a very limited amount of marketing opportunities with the **FLAGSTICK** Podcast so early and long term commitment is the best way to ensure involvement with the Podcast as it continues to grow.

The **FLAGSTICK** podcast is featured in both audio and video formats allowing the audience to engage in whatever platform they choose depending on their time and location. There will always be portions of the show that will be much more entertaining in the video format with the addition of the visual aids available in video but the podcast will be equally as entertaining in both mediums.

The Cost:

As Low As \$ 100 per Episode

For An Episode Segment Sponsorship

Sponsorship Opportunities:

Episode/Presenting Sponsorship

Each Episode Sponsorship includes Brand mention following the lead in for each episode, "This Episode of The **FLAGSTICK** Podcast is brought to you by or presented by...". It also includes one in-episode product/brand on air ad read/video ad as well as various thank you mentions throughout the Episode and at the end of each show. Episode sponsorship also includes Logo positioning on the video frame for the YouTube version.

6 Episodes (minimum)	\$2550
12 Episodes	\$5500
24 Episodes	\$8400
36 Episodes	\$10,800
48 Episodes (Full Year)	\$12,000

Segment Sponsorship

Each segment sponsorship includes a brand mention for that segment "Lesson Tee brought to you by..." followed by an on air ad read as well as a closing brand mention following the segment. Each episode of The **FLAGSTICK** Podcast is broken into multiple segments that will include feature interviews, instruction, news, product reviews and others.

6 Episodes (minimum)	\$1200
12 Episodes	\$2100
24 Episodes	\$3600
36 Episodes	\$4500
48 Episodes	\$4800



flagstick.com
YOUR CONNECTION TO EVERYTHING GOLF

ONTARIO GOLF

D I G E S T

Born over a decade ago to assist Ontario's largest golf association with its communication efforts, Ontario Golf Digest has evolved into an independent digital product to serve golfers in the province and those with an interest in stories relevant to Canada's most populous region.

It is an evolution of print products from decades past, now delivering the information in a format that reflects modern mobile trends.

Ontario Golf Digest is a twice-weekly newsletter distributed directly to the inboxes of 15,000 plus opted-in golfers and growing.

With the highest concentration of golfers in the country, using one or more editions of Ontario Golf Digest is a valuable investment in marketing your business to that audience.

The Reach:
15,000 +

Direct To The Inbox of Ontario Golf Digest Subscribers

The Cost:
as low as \$ 550 Per Edition

High Profile
Top Ad Position

A Higher
Than 35%
Open Rate

Up To Date
& Relevant
Content

Enough
Ad Space
To Effectively
Deliver Your
Message

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flagstick.com
ONTARIO GOLF
DIGEST
YOUR SOURCE FOR GOLF NEWS, EQUIPMENT, INSTRUCTION, TRAVEL & MORE

2022 Junior Golf Pathways Webinars

The Junior Golf Pathway Webinar Series is an informative web series providing Junior Golfers with access to industry professionals to help them learn and develop this off-season. The 2022 Webinar Series will have a variety of speakers and topics that will be useful to Junior Golfers at each level of the developmental pathway...

[Read more](#)

City of Toronto Approves Move To Create Improved Operating Model For City Golf Courses

The recent battle over the future of municipally-run golf courses in Canada's largest city seems to have some resolution. On Thursday, Toronto City Council received the findings from an external review of the City of Toronto golf operations and they have approved the recommendations. Those suggestions point to an improved operating model, a move to fortify the golf facilities with ...

[Read more](#)

Product Watch: Matt Bovee of TaylorMade on the New Stealth Irons

The next generation of player improvement irons from TaylorMade Golf is here with the reveal of the Stealth. They build on the momentum and design features of the prior SIM2 Max and SIM2 Max OS irons from the company, pushing the boundaries of what people imagine an iron in this category can be. They key in, once again, on providing ...

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DESIGN & CONSULTING SERVICES

It continues to be very apparent that many businesses within the golf industry simply did not have the time or resources to spend on their marketing objectives. This is a huge trap for any business to fall in to so we have always used the skills that we have developed and the knowledge we have obtained over the past 25 years to help our clients achieve a higher level of success in their marketing by taking the knowledge and experience and applying it to their specific set of marketing needs

The golf industry is a highly competitive market and every business has a very unique image requiring a unique approach to market that business. The team at **FLAGSTICK** is highly experienced in every aspect of the industry from marketing and public relations to advertising, social media management and graphic design. They can take you in the direction of success by providing the tools to do it.

Here's How!

Consulting - Sometimes a business needs a push in the right direction and other times a complete marketing plan is required. Whatever the needs of your operation our team of professionals can help. With expertise and training in retailing, merchandising, marketing, golf operations, design, and social media you can be assured of sound and practical advice.

Design - **FLAGSTICK** has provided design work for some of the top golf facilities throughout the region. From the simplest logo creation to a complex advertising campaign, our vast knowledge of the golf industry is a perfect fit for developing stunning creative for all your marketing requirements. How you portray your business to the consumer is vital to your success; make sure it is done right.

Contact Us To Talk
About Your Marketing

jbauder@flagstick.com



We Have Helped More
Than 40 Golf Courses
In This Region Improve
Their Marketing

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PUBLISHING, CONSULTING & EVENTS



DESIGN & CONSULTING SERVICES

