

**Cost
Effective
Targeted
Marketing**

**Print Circulation
20,000
Readership 80,000
+ Bonus Distribution:**

- *Direct by E-mail to AAGE&F registered attendees beginning 60-days prior to the Feb. 20, 2021 event*
- *Direct by E-mail to AAGD subscribers (demographics)*
 - 80% professionals
 - 75% college grads
 - 70% males
 - 30% female
 - 68% homeowners
 - 45% play 21-60 rounds of golf annually
- *Posted on the AAGD Website (50k Unique Monthly Visitors)*
- *Shared across AAGD social media platforms for FB, Twitter, Instagram, Pinterest (120k fans/followers)*
- *Available for desktop & mobile users*



Special EXPO Advertising Guide

ABOUT THIS GUIDE

The *African American Golfer's Digest* is providing the official advertising guide for the 2021 [African American Golf Expo & Forum](#). This **SPECIAL GUIDE** will serve as the resource for attendees while also reaching our more than **80,000 readers** who subscribe to the print and digital AAGD magazine.

EXHIBITORS (receive an extra 20% discount off all rates!!)

Upgrade your AAGE&F exhibitor listing to drive more attendees and future customers to your online listing **BEFORE THE SHOW**, and to your booth **DURING THE SHOW**. This **SPECIAL GUIDE** is a tool used by attendees to search exhibitors, find special offers/discounts, discover new products, and more!

NON-EXHIBITORS

If your company is not exhibiting at the Show, you should advertise in this **SPECIAL GUIDE**. It will give you a Show presence 24/7 with premium exposure for your product or service message.

ADVERTISER BENEFITS

This special guide will be included in the **Winter/ January 10, 2021 digital edition** of the *African American Golfer's Digest* as a comprehensive one-stop source directory of African American Golf Expo & Forum.

A print version of the guide is available beginning 3/1/21 at \$40.00.

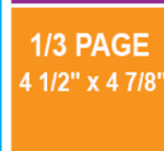
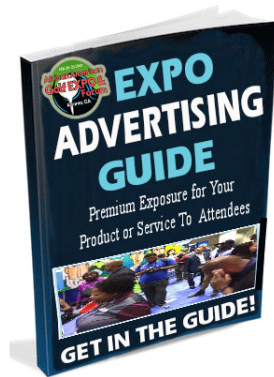
Your advertising buy includes a 250 word Bonus Editorial Piece on your company or area of specialty. This editorial is written by you to capture the attention of attendees and golfers interested in learning more about your company.

The **SPECIAL GUIDE** will contain exciting editorial with feature articles written by experts on topics such as:

- Career opportunities available in the golf industry
- How to launch your golf career
- Preparing for a golf career in the tourism industry
- Golf course management programs
- Selecting the right school for your golf career
- Locating scholarships for your golf career

...and more. As you see, this guide will be packed with good resource information and in use by our readers **all year long** which will extend the shelf life of this **SPECIAL EXPO GUIDE**.

All advertisers will receive a **FREE** digital copy.



Special EXPO Advertising Guide

ADVERTISING COMMITMENT FORM

PLEASE CONFIRM MY COMMITMENT FOR THE FOLLOWING ADVERTISING SPACE

Check One	Size W/H	Sponsor/ Exhibitor Rate	Non-Exhibitor
<input type="checkbox"/> Full Page	7" x 10"	\$800	\$1,000
<input type="checkbox"/> 1/2 Page	7" x 4 7/8"	\$400	\$500
<input type="checkbox"/> 1/3 Page	4 1/2" x 4 7/8"	\$280	\$350

Your advertising buy also includes:

- Editorial of 200 words + 1 image (size 200x200 pixels)
- Complimentary digital copy of the guide

Ad trim size 8" x 10 7/8", bleed size: 8 1/4" x 11 1/8", safety 3/8" from trim. Submit PDF or JPG high resolution files. **Add 15% for bleed ads. All rates are NET. Agencies please add you mark-up.**

Name: _____ Title: _____

Company: _____ Booth # _____

Email: _____ Cell: _____

Address: _____

City/State/Zip: _____

Payment method (please check one) ___ VISA ___ MC ___ AMEX ___ DISCOVER

Card No. _____ Exp. Date _____

Signature: _____

Please email commitment form to: debertcook@aol.com
For customer service please call 212-571-6559 (M-F: 9AM-5PM ET)

The *African American Golfer's Digest* was established in 2003 and is the nation's leading print publication and online portal for avid Black American golfers. The golf lifestyle magazine serves 80,000 readers quarterly as a **PGA of America Diverse Supplier**.



Learn more at AfricanAmericanGolfersDigest.com

Commitment Deadline: JAN. 10, 2021

MATERIALS DUE JAN. 15, 2021

Contact: Debert Cook
 Telephone (212) 571-6559
debertcook@aol.com