

MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS

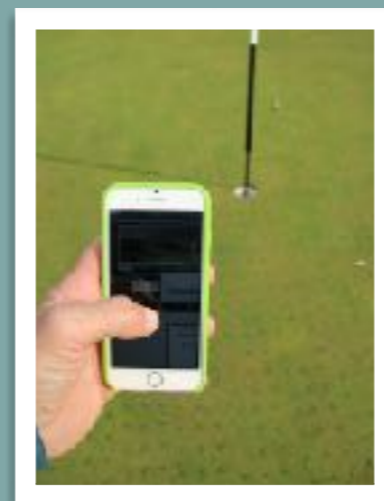
MEDIA KIT

2024



print

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digital

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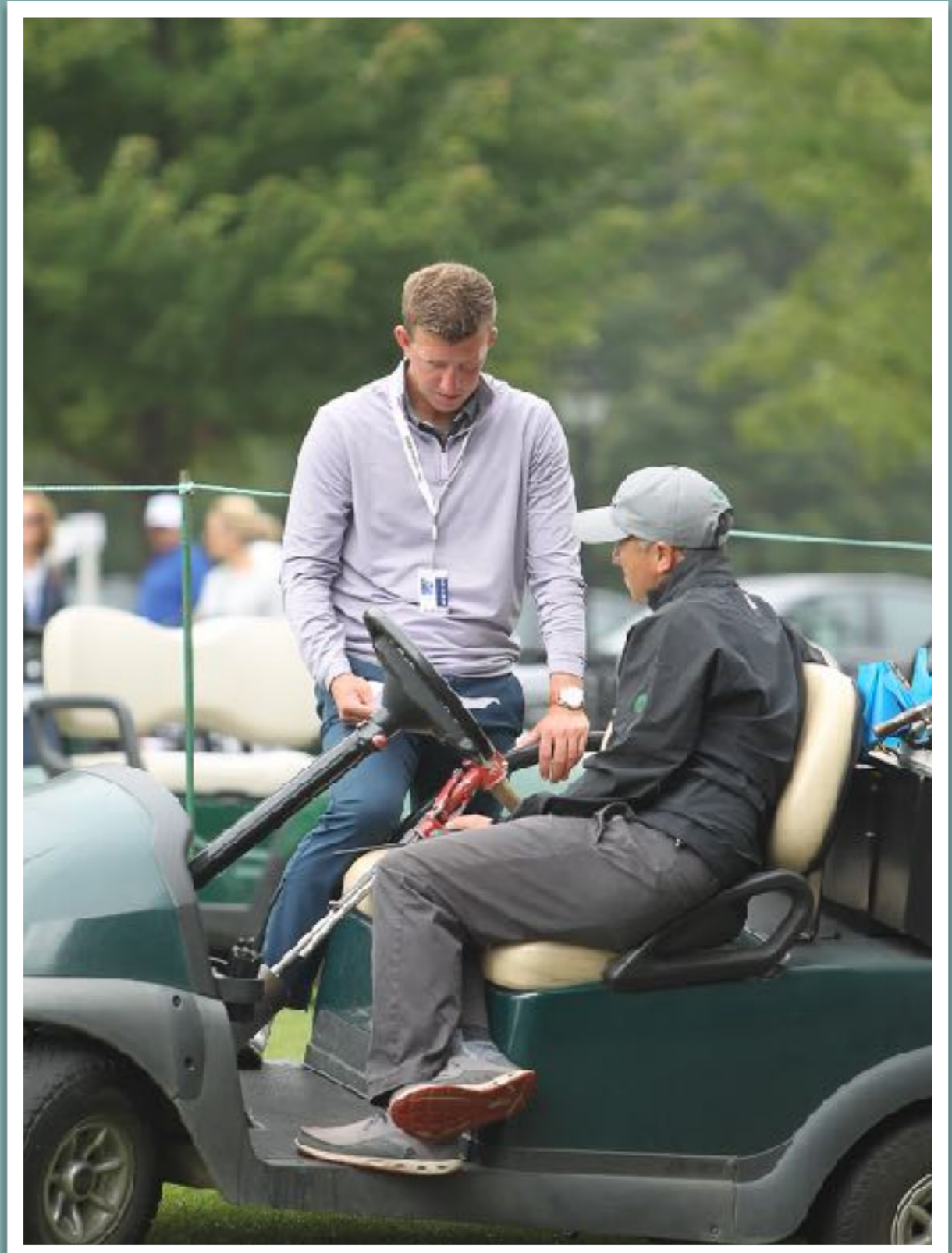
personal

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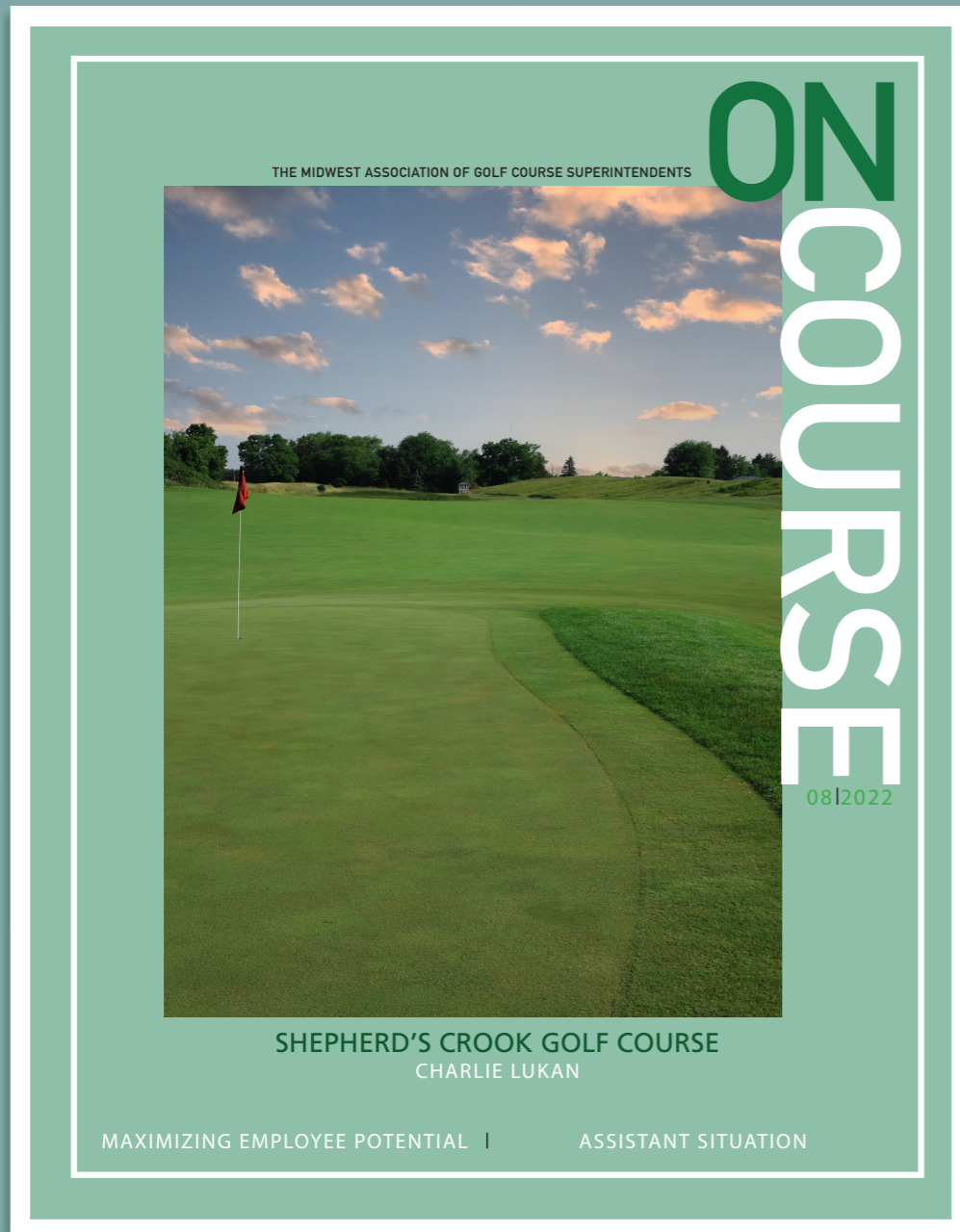
THE MIDWEST ASSOCIATION OF GOLF COURSE SUPERINTENDENTS

The Midwest Association of Golf Course Superintendents (the Midwest) represents golf course management professionals in the greater Chicagoland area and has a global impact as one of the leading local superintendent trade organizations in the US.

The Midwest offers many opportunities for advertising and partnership through a blend of **print**, **digital** and **personal** properties giving you access and exposure to leading golf course superintendents and their support personnel.



ON COURSE MAGAZINE



Since 1948 *On Course*, the official publication of the Midwest Association of Golf Course Superintendents (MAGCS), has been dedicated to disseminating scientific and practical knowledge pertaining to golf turf maintenance, and documenting the activities of the Association. The magazine continues to enhance the professional stature of the Association's members.

Printed and distributed monthly *On Course* delivers fresh, new content to superintendents and golf courses throughout the Midwest.

In a 2021 Survey, *On Course* magazine continues to be the most widely read publication by any Midwest member, cover to cover.

ON COURSE MAGAZINE

MONTHLY FEATURES

Original articles written specifically for our members offering solutions and ideas for real world golf course management problems.

SUPER-N-SITE

Profiles our host superintendent, their practices and golf course of each MAGCS monthly meeting.

BULL SHEET

This intriguing section, keeps the name of the original newsletter, keeps our members informed on current events, member life and other industry fun facts and quips.

VENDOR SPOTLIGHT

Providing our vendors a place to share information about their companies and staff - Core Company benefit.



MAGCS in MOTION

Keeps the members up to date on the affairs of the Association and how it interacts in the big picture of golf, GCSAA, the environment, and other issues.

MIDWEST BREEZES

Short highlights of new ideas, local projects and other areas happenings highlighted assistant superintendent authored column.

EDUCATION UPDATE

Each education event is synopsisized and recorded for member not in attendance.

NATURE OF THE GAME

Native plants and animals that are part of our golf course ecosystems are highlighted.

ON COURSE MAGAZINE

ASSOCIATION NEWS

Through President and Director's columns, members are kept abreast of association activities and other issues that impact the golf course management industry.

LEGISLATIVE UPDATES

Advocacy efforts are covered and their potential impact on the local and national golf course industry.

TECHNOLOGY

Ever changing this section covers advances in the art of greenkeeping and the application of current technology.

SUPER-N-SITE

CHARLIE LUKAN

SHEPHERD'S CROOK GOLF COURSE

Luke Cella, MAGCS

The next day he transferred to Kishwaukee Community College and started to study turfgrass management that fall. Charlie caught on fast and was a hard worker. He interned for a summer at Evanston Golf Club and when he graduated the following spring, Dan Charlton hired him to be the Assistant Golf Course Superintendent, a position he held for six years. He left Evanston Golf Club five years ago when he was hired to be the Superintendent at Shepherd's Crook in Zion.

While adding olives to a customer's sandwich, Charlie Lukan heard what he wanted to do with his life. His father owned a Subway in Byron, Illinois where Charlie worked occasionally. Charlie was putting together a sandwich for a family friend who was chatting with Charlie's dad who was working the register that one summer day. Her son was attending school and studying turfgrass management to become a golf course superintendent. Charlie remembers it like it was yesterday; he had been taking some gen eds at a local college while trying to find his path. He didn't even know turf was a thing one could study having never really given much thought to it. While he was in high school, he worked on the pro shop side at Silver Ridge Golf Course in Byron never really thinking that golf could become his career. He loved to play the game but it was always just a summer job; it didn't dawn on him until his father's friend mentioned what her son was doing when Charlie decided he would make golf his livelihood.

Charlie was ready to manage the course on his own and he hit the ground running. The biggest adjustment he had to make was not having "three of everything" or "back up" pieces of equipment like he had at Evanston. The equipment was on the older side and the irrigation system was in need of attention. Charlie realized it all began with his staff and he immediately started to create a team of individuals who continue to return each year. He put plans in place to replace the equipment and oversaw the installation of new irrigation satellites. Other improvements are a work in progress and take time with limited staff, time, and resources.

Presently, he's working on the water feature in front of the 18th green. It is a shallow wetland where cattails took over and blocked the view and playability of the hole. The cattails are now gone and the next step will start this fall to clean up the edges and base of the area where turf and other low growing aquatics will thrive. Charlie has made similar improvements to the course removing trees and undergrowth, leveling tees and the clubhouse patio during his short tenure at the course.

Shepherd's Crook opened for play in 1999. It was designed by Keith Foster in the links style fashion and sits next to an active landfill in Zion. The course is fun to play with all of the trouble in front of the golfer. It's not very long and doesn't need to be, the greens help to protect par as long as you don't miss them and short side yourself to the hole; then you

The links style design provides wide landing areas making the player focus on targets off the tee.

The putting green on the fourth hole is emblematic of the rest of the putting surfaces at Shepherd's Crook; elevated and on rolling terrain that protect par.

Charlie and his faithful companion Molly. Charlie serves as a Director on the Midwest Board and oversees the Golf Arrangements Committee.

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ON COURSE MAGAZINE

95%

of membership read *On Course* within the week it is delivered

91%

use advertisements in *On Course*

\$60M

annual amount spent by membership in soft goods each year

CIRCULATION AND READERSHIP

Mailed monthly to more than 850 paid and controlled subscribers throughout the Midwest, *On Course* is the #1 magazine read by golf course superintendents in the greater Chicagoland area.

Our readers are the purchasing decision-makers for all products and services used on their golf courses.

Each member of MAGCS reads *On Course* to learn about current conditions, practices, and formulas for growing the best turf in the nation. Each issue provides the reader the opportunity to learn about the Association, current events, individual members, and the golf course profession.

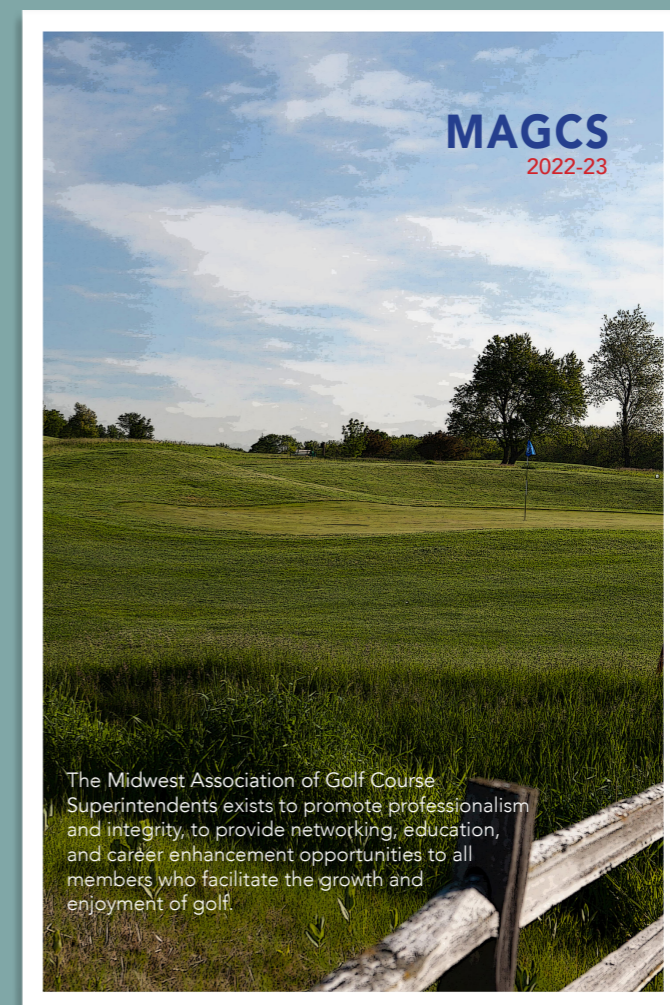
MAGCS DIRECTORY

MEMBERSHIP DIRECTORY

The Midwest prints a membership directory that is the go to source for membership information. Place an advertisement in the directory that lasts all season long, reminding the Midwest member of your company, products, and services.

AD SIZE	BLEED SIZE	NON BLEED SIZE	RATE
Full Page	5.75w x 8.75h	NA	\$1,300
1/2 Page	NA	5.0 w x 3.75" h	\$750
1/4 Page	NA	2.25w x 3.75" h	\$425

PRINTING SPECIFICATIONS
 TRIM SIZE: 5.5" X 8.5"
 HALFTONE LINESCREENS: 150
 DPI: 266-300
 (see print spec sheet for more information)



ON COURSE ADVERTISEMENT RATES AND SPECIFICATIONS

PRINTING SPECIFICATIONS
TRIM SIZE: 8.5" X 11"
HALFTONE LINESCREENS: 150
DPI: 266-300

DESCRIPTION	MONTHLY RATE	BLEED SIZE (.125 BLEED)	NON-BLEED SIZE
COVER/FULL PAGE	\$875	8.75" x 11.25"	N/A
SPREAD	\$1,450	17.25" x 11.25"	N/A
½ HALF PAGE Horizontal	\$400	N/A	7" x 4.75"
¼ PAGE Vertical	\$275	N/A	3.5" x 4.75"
BUSINESS CARD	\$95	N/A	3.5" x 2"

UNIQUE AD SPACE AVAILABLE UPON REQUEST: GATEFOLDS, INSERTS /
OUTSERTS ETC.

ON COURSE/DIRECTORY FILE REQUIREMENTS

DIGITAL FILE REQUIREMENTS

PDF/X 1a files are the preferred digital format. If you cannot submit a file to these specifications please submit a PDF file with all high-resolution images and fonts embedded in the files. All required image trapping must be included in the file. Images must be CMYK or grayscale and 300 dpi. Include 1/8" bleed with trim/bleed marks and color bars. No application files are accepted.

All files from advertisers will be held for one year.

DIGITAL PROOFING REQUIREMENTS

For best color reproduction, an accurate color proof should be provided. All proofs must be produced from the final file submitted and the same application. A laser print is sufficient for black and white advertisements.

POLICIES AND DEADLINES

All advertising is subject to the approval of the publisher (Midwest Association of Golf Course Superintendents, Inc.). The advertiser and or/advertising agency assume liability for all contents of advertising and any claims against publisher as a result of the advertisement. If artwork cannot be provided by the stated deadlines, On Course will run most recent artwork submitted. Artwork due by the 10th of the month prior to the month of publication.

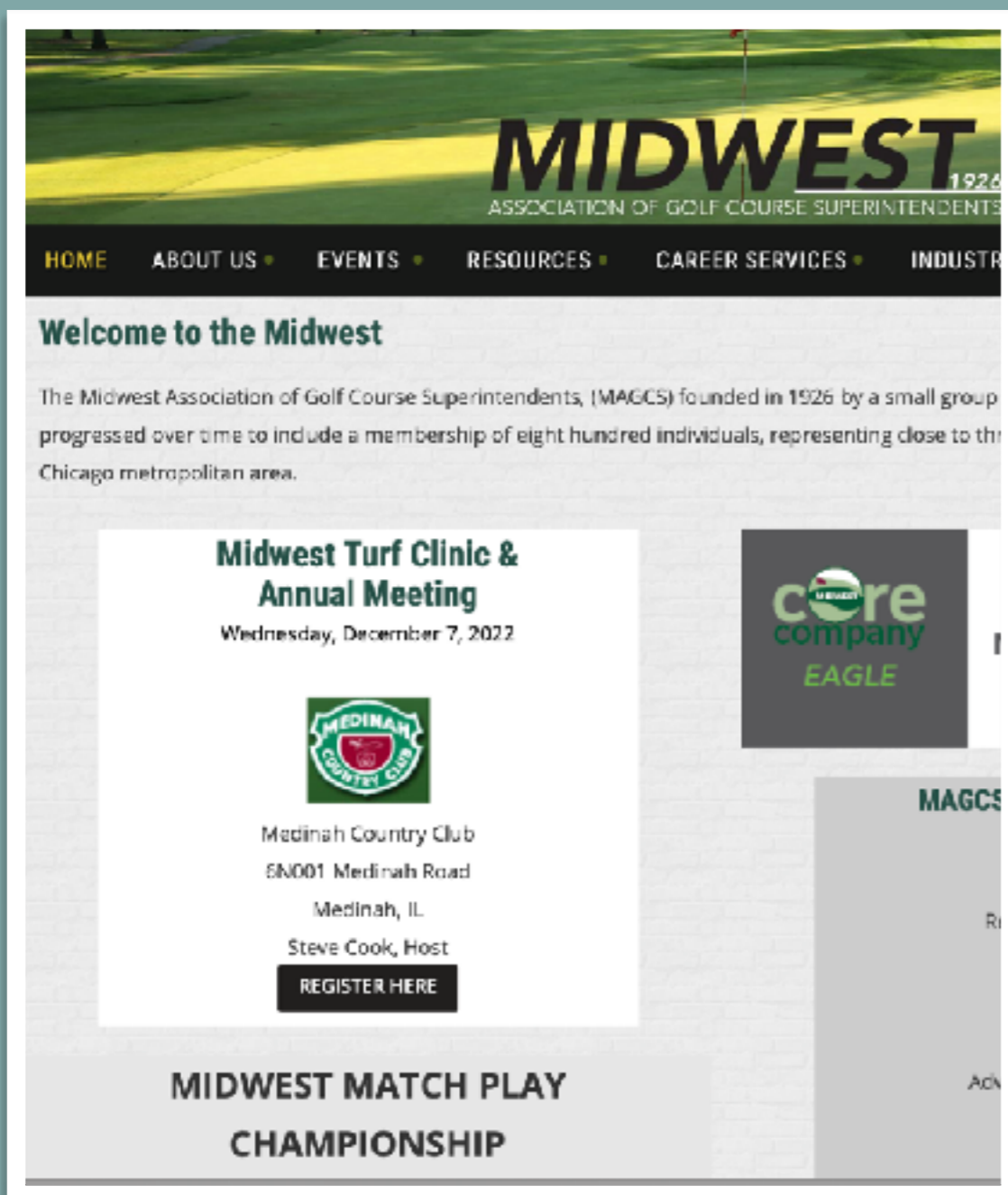
DIRECT MAIL SERVICES

Need a postcard or other piece of mail sent directly to our members? We can help, please contact us for a quote today.



**SUBMISSION &
CONTACT INFORMATION**
Ads may be submitted
through email and all other inquiries:
Luke Cella
On Course
11855 Archer Avenue
Lemont, IL 60439
luke@magcs.org
630-685-2420 direct

MAGCS.ORG



The screenshot shows the homepage of the Midwest Association of Golf Course Superintendents (MAGCS). The header features a green and yellow background with the word "MIDWEST" in large, bold, black letters, followed by "1926" and "ASSOCIATION OF GOLF COURSE SUPERINTENDENTS" in smaller text. Below the header is a navigation menu with links for HOME, ABOUT US, EVENTS, RESOURCES, CAREER SERVICES, and INDUSTRY. The main content area starts with a "Welcome to the Midwest" section, followed by a paragraph describing the organization's history and membership. Below this is a prominent event announcement for the "Midwest Turf Clinic & Annual Meeting" on Wednesday, December 7, 2022, at the Medinah Country Club. The announcement includes the club's logo, address (5N001 Medinah Road, Medinah, IL), the host (Steve Cook), and a "REGISTER HERE" button. To the right of the event announcement is a logo for "core company EAGLE". At the bottom of the page, there is a section for the "MIDWEST MATCH PLAY CHAMPIONSHIP".

MIDWEST
1926
ASSOCIATION OF GOLF COURSE SUPERINTENDENTS


HOME ABOUT US EVENTS RESOURCES CAREER SERVICES INDUSTRY

Welcome to the Midwest

The Midwest Association of Golf Course Superintendents, (MAGCS) founded in 1926 by a small group progressed over time to include a membership of eight hundred individuals, representing close to the Chicago metropolitan area.

Midwest Turf Clinic & Annual Meeting

Wednesday, December 7, 2022



Medinah Country Club
5N001 Medinah Road
Medinah, IL
Steve Cook, Host

[REGISTER HERE](#)

MIDWEST MATCH PLAY CHAMPIONSHIP

MAGCS ONLINE

One of the Midwest's most valuable resources for members is the website: magcs.org. The Midwest has been online since 1992 with an online forum for sharing information and the site continues to provide the latest association news, activities, and educational opportunities. It connects our members through forums, online directories, news, and event calendar.

MAGCS EMAIL MARKETING

134,239

delivered messages (99.1%)

70.4% Open Rate

26.2% Click Rate

Data collected from Jan 2022 to Dec 2022

MAGCS distributes an average of 3.5 weekly emails to all its members and constituents delivering important association and industry news.

Deliver your customized content directly to the inboxes of the Midwest membership and get your message read.

EMAIL ADVERTISING - PRODUCT SHOWCASE SPECS AND RATES

Targeted Email Messages

The Midwest offers you a platform to deliver your message directly to your buyer's inboxes. With a list of more than 800 email addresses, we offer a pinpointed direct emails to target segments within our membership including: superintendents, assistants, equipment technicians and commercial members.

Target your customers with a PRODUCT SHOWCASE advertisement in the body of our member emails. Example below:

An offer for all Midwest Members

Agronomical Measurement Devices is offering all Midwest members a 40% discount on their new A860 turf goggles. The A860s offer four new features including the ability to see disease development prior to symptoms for Dollar Spot, Anthracnose, Rizochtonia patches. See LDS three days before symptoms develop. The A860s can also see rooting depth and detect insect larvae. See the A860s in action [HERE](#) or contact: Finnley McFrogeyes at 630-685-2420.

PRODUCT SHOWCASE SPECIFICATIONS

100 words of text.

One image (max size is 300 x 100)

One URL (provide exact link)

Image Specifications

Maximum File Size: 90kb

Resolution: 72 dpi

File Formats: GIF, JPEG, or PNG

Links: Provide exact URL for ad

\$200 for two placements

Ad due 5 business days prior to run.

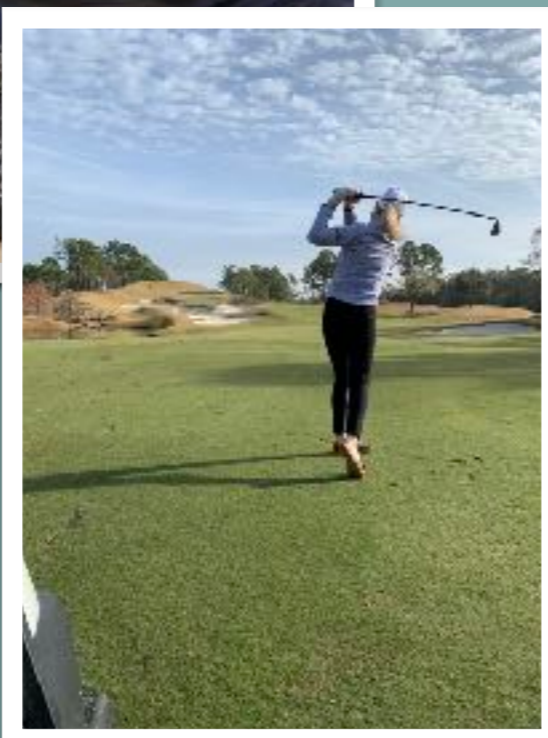


MAGCS MEETING SPONSORSHIP



Local chapters bring members together. The Midwest sets up and runs successful meetings more than ten times each year. Whether solely educational, a golf meeting, our annual Turf Clinic, and Reception, the Midwest provides many opportunities for you and your company to *personally* meet your target audience.

2024 MEETING SPONSORSHIP



More specific meetings for:
Assistant Superintendents
Equipment Technicians
Key Employees and smaller
regional educational events.

All Core Sponsors will be listed
at every Midwest Association
Meeting in 2024.

INDIVIDUAL MEETING SPONSORSHIP

Monthly Meeting Sponsorship

Support the Midwest and gain valuable exposure for your company by strengthening your business tie with our organization. Meeting sponsorship includes: event signage, announcements at meetings, event web pages and email listing and registration confirmations, and recognition in *On Course*.

NUMBER OF EVENTS	RATE
Two	\$400
Three	\$775
Four	\$1,125
Five	\$1,450
Six	\$1,750
Seven	\$2,025
Eight	\$2,275
All Meetings	\$2,500

Hospitality Reception at Conference and Show

This event is the most popular and longest running member event the Midwest holds each year. Event recognition includes: looping presentations, signage, email and web recognition, verbal and printed media.

HOSPITALITY RECEPTION

SPONSOR LEVEL	RATE	PRESENTATION LOOP PAGE SIZE
Double Eagle	\$1,800	Full Screen
Hole-in-One	\$1,300	½ Page
Eagle	\$1,000	⅓ Page
Birdie	\$800	¼ Page
Par	\$600	1/5 Page

MAGCS

EDUCATION SPONSORSHIP

EDUCATION SPONSOR GENERAL GUIDELINES

Education shall not be a direct advertisement but an opportunity to educate the golf course superintendent on a specific product, process or service. Attendees shall gain knowledge that will allow them to use products more effectively and efficiently.

Education committee will review program and materials for approval.

\$500 per contact hour, other guidelines apply.
CONTACT MAGCS FOR MORE INFORMATION.

The importance of continuing education has been long recognized by the golf course superintendent profession as vital in maintaining a current knowledge and skills base. There has been increasing concern over the expanding involvement of industry in sponsoring continuing golf course superintendent education.

The Midwest is offering a pilot program to partner with the association to provide commercial sponsorship and participation in the development and programming of education at a limited number of Midwest Events.

CORE SPONSORSHIP

The Midwest Association of Golf Course Superintendents (MAGCS) is continuing its popular sponsor package aptly named, Midwest Core Company Sponsors, to further recognize and enhance the partnership among the Midwest member and you. At the center of the Midwest are companies that support the industry through sponsorship, advertising and partnership.

The Midwest Core Company Sponsor package makes it easier for you to support the Midwest by seeing all of the opportunities available to you throughout the year in one place and also offering opportunities *only available to Core Sponsors*.

All Core Company Sponsor packages include the Midwest's key support opportunities, On Course Magazine, All MAGCS Membership Meetings and the Midwest Turf Clinic Reception.

Core Company Sponsor packages represent a minimum size advertisement in On Course for each corresponding level. Because advertising is a complex process, the Midwest will work with each company to meet specific advertising needs.

The Midwest has created a brand around the Core Companies of the Midwest. Be part of this recognized and valued sponsor classification.



VENDOR SPOTLIGHT & ONLINE DIRECTORY



VENDOR SPOTLIGHT

Our Core Sponsors will be highlighted in our member magazine *On Course*. This is your chance to inform the membership about your company, staff, product line - the story is yours to tell and share with the membership.

This opportunity is available for all Core Sponsors. Our editors will follow up to interview all Core Companies and prepare the copy to be placed in *On Course*.

PRODUCT DIRECTORY

The Midwest manages an online product directory where you can list your products, goods and services and event brands that you carry.

We can update it at any time letting your customers know all the products and services you carry.

MAGCS Core Sponsorship Exclusive Benefits



On Course

Highlighted advertisements with logo and URL links in the digital version.

Meeting Signage

Core Company Banners are displayed at each Midwest Meeting.

Online Directory

Core companies are listed with products in our online directory.

Vendor Spotlight

Companies are highlighted and covered in On Course as a column.

MIDWEST ITEM	DOUBLE EAGLE	HOLE IN ONE	EAGLE	BIRDIE
12 Monthly Ads On Course	Full pg	Half pg	Quarter pg	Business Card
Meeting Sponsorship	All at Level	All	All	All
*Meeting Signage/Banner	Yes	Yes	Yes	Yes
*Website Loop	Yes	Yes	Yes	Yes
Product Showcase Email	4 per yr	3 per yr	2 per yr	1 per yr
Directory Advertisement	Full Page	½ Page	¼ Page	NA
Online Directory	included	Included	included	Included
Vendor Spotlight	Included	included	Included	Included
Core Rate	\$12,500	\$8,500	\$5,500	\$2,500
Individual Pricing Value	\$17,000	\$9,675	\$6,250	\$3,000
Core Savings	\$4,500	\$1,175	\$750	\$500

*Items are only available to Core Company Sponsors

Payment and Terms

All Core Sponsor packages offer flexible terms and customized payment schedules. Contact MAGCS for details.

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SUBMISSION and CONTACT INFORMATION

Luke Cella
MAGCS
11855 Archer Avenue
Lemont, IL 60439
luke@magcs.org
630-685-2420 direct

