

CLUB DIRECTOR

THE MAGAZINE OF THE NATIONAL CLUB ASSOCIATION



2012 MEDIA KIT

CLUB DIRECTOR

The Premier Magazine For The Private Club Industry

Club Director is the flagship magazine of the National Club Association, a Washington, D.C.-based trade association advocating for the rights and interests of private social, athletic and recreational clubs. *Club Director* acts as the main member communications vehicle for NCA and helps club leaders make key policy and purchasing decisions to efficiently facilitate member services.

This quarterly magazine covers a wide array of topics, including best-business practices, operational advice, legal guidance, legislative updates, and policy information. Each *Club Director* article offers in-depth analysis on current trends, reports and research and provides club leaders with timely answers and solutions to a broad range of questions and issues.

CLUB DIRECTOR READERSHIP OVERVIEW

Club Managers

Club managers form the core of *Club Director's* audience. These professionals are a direct link to a club's board members and can affect the entire leadership team's business strategies and purchase decisions.

Officers and Directors

No other magazine reaches private club directors and officers like *Club Director*. Most board members are key influencers of large club purchases, serve on several committees and take on the responsibilities for club projects, capital improvements and administrative and operational services for the club.

Key Management Staff

Assistant managers and directors of food and beverage services and human resources, as well as golf course superintendents and other key personnel, also read *Club Director*. Advertising in *Club Director* puts your products and services in front of key club leadership.

Investor Owners

Investor owners of clubs turn to *Club Director* for information regarding marketing, member-usage rates, operating costs and ratios, property taxation, and labor costs.

NCA MEMBER DEMOGRAPHICS AND CIRCULATION

Club Director reaches nearly 5,000 decision makers from all levels of management at the country's most exclusive clubs. More than 90 percent of *Club Director* subscribers are board members or general managers.

Members by Club Type

Country	58%
Golf	21%
City	8%
Athletic	7%
Yacht	4%
Other	2%



Members by Gross Revenue

\$2 - \$4 Million	
\$4- \$6 Million	
\$6- \$8 Million	
\$8- \$10 Million	
\$10- \$20 Million	
\$20 Million +	



Years of Membership

20 + years	38%
15 - 19 years	20%
10 - 14 years	15%
5 - 9 years	12%
1 - 4 years	13%



RATE CARD FOR CLUB DIRECTOR

COVERS (4-COLOR)	1X	2X	4X
Cover 2	\$3,025	\$2,700	\$2,450
Cover 3	\$2,950	\$2,600	\$2,400
Cover 4	\$3,250	\$2,800	\$2,575

4-COLOR	1X	2X	4X
Spread	\$4,325	\$3,850	\$3,500
Full Page	\$2,400	\$2,150	\$1,950
1/2 Page	\$1,950	\$1,840	\$1,725
1/3 Page	\$1,750	\$1,650	\$1,550
1/4 Page	\$1,650	\$1,550	\$1,425

BLACK & WHITE	1X	2X	4X
Full Page	\$1,650	\$1,425	\$1,225
1/2 Page	\$1,250	\$1,125	\$1,000
1/3 Page	\$1,000	\$925	\$850
1/4 Page	\$875	\$775	\$675

Polybags, multiple pages, tip-ins, inserts, belly bands and other custom advertising options quoted upon request.

NCA Associate Members receive a 10 percent discount on both print and online advertising.

AD SPECIFICATIONS

Ad Size	Width x Height
Spread, Bleed*	17" x 11.125"
Spread, No Bleed	15.5" x 10"
Full Page, Bleed*	8.625" x 11.125"
Full Page, No Bleed	7.125" x 10"
1/2 Page, Vertical	3.375" x 10"
1/2 Page, Horizontal	7.125" x 4.875"
1/3 Page, Horizontal	7.125" x 3.25"
1/4 Page, Vertical	2.25" x 8"
1/4 Page, Horizontal	4.625" x 3.75"

**Sizes for bleed ads include 0.125" bleed area on each side beyond the page trim.*

Production Specifications

Trim Size	8.375" x 10.875"
Bleed Size	8.625" x 11.125"
Live Area** (i.e., 0.25" from all trim edges)	7.75" x 10.375"

Binding	Saddle stitched
Printing	Web offset

SWOP recommended standards apply.

Ad Requirements

Ads must be delivered as electronic files with an accurate color proof or as laser print outs for black and white ads.

Acceptable proofs for color are:

Cromalin, Fuji or other SWOP approved proof. If an acceptable color proof is not supplied, NCA cannot guarantee an accurate color match.

Acceptable Ad Formats

1. Adobe Acrobat Press-Quality PDF or PDF/X-1a (preferred).
2. Adobe Illustrator and Macromedia FreeHand EPS files with a minimum output resolution of 800 dpi. Any imported images must be embedded, not linked, and all fonts must be converted to outline.
3. Adobe InDesign or QuarkXPress. Include all high-resolution graphics files (300 dpi minimum) and screen and printer fonts.
4. Jpeg and gif files not accepted.

Delivery Instructions

Ad files may be submitted electronically via FTP, disk or e-mail. For files larger than 10mb, please contact the advertising coordinator at advertising@nationalclub.org for FTP connection information or send the files on disk. Color proofs are suggested for all ads.

Send all advertising materials, proofs, and correspondence to:

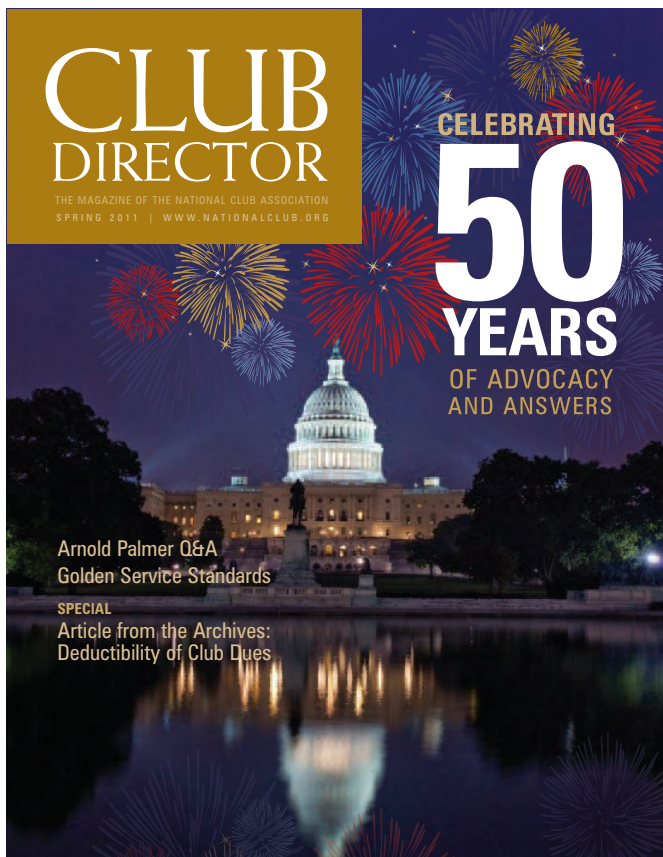
National Club Association
1201 15th Street NW
Suite 450
Washington, DC 20005

TEL: 202-822-9822
FAX: 202-822-9808
TOLL-FREE: 800-625-6221

Miscellaneous

Do not submit color files for black-and-white ads. Any time required to convert these files will be charged to the advertiser. Do not use PostScript Color Management (an option when saving an image as an EPS in Photoshop). All photography and illustration images must be high resolution CMYK.

Advertisers may incur charges if unlinked, low-resolution files are left in the document. Do not use PMS colors. If you have made an EPS file for your ad via Quark or PageMaker, please supply it as well as your original application files in case the EPS file does not image correctly or a modification is necessary. If you require your ad materials returned, please enclose a request for their return with your full address.



“Club Director is a ‘must read’ for the leaders and decision makers at private clubs throughout the United States. I can think of no media option more effective than Club Director.”

JAY MOTTOLA

Executive Director, Metropolitan Golf Association, Elmsford, NY

Discounts:

Associate Members of the National Club Association receive a 10% discount on both print and online advertising. Print advertisers in *Club Director* magazine and sponsors of our 2012 Club Conference receive a 25% discount on both home page banner advertising and *NCA CONNECT* advertisements.

2012 EDITORIAL CALENDER

FALL 2011- Technology

Ad Space Deadline- 8/24/2011

Ad Materials Deadline- 8/31/2011

WINTER 2012 - Government Relations

Ad Space Deadline-11/7/2011

Ad Materials Deadline-11/14/2011

*Bonus Distribution- CMAA Conference

SPRING 2012 - Governance and Legal Issues

Ad Space Deadline- 2/13/2012

Ad Materials Deadline- 2/20/2012

*Bonus Distribution - National Club Conference

SUMMER 2012 - Membership

Ad Space Deadline- 6/2/2012

Ad Materials Deadline- 6/11/2012

Club Director offers advertisers who want to reach a club’s decision-makers the opportunity to make the most of their marketing dollars through an impressive advertising package. *Club Director* and NCA’s website are designed to deliver great benefits to general managers, key staff, officers and directors of America’s finest private golf, country, city, athletic and yacht clubs—a unique audience for your advertising message. Maximize your visibility by advertising in *Club Director* in 2012!

AWARD WINNING MAGAZINE

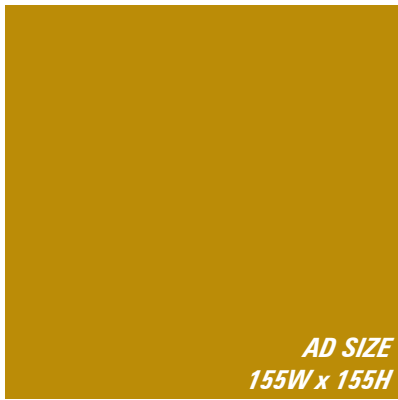
The winter 2010 issue of *Club Director* was awarded the 2010 American Graphic Design Award for its cover. The annual award is open to advertising agencies, design firms, corporations, institutions, publishers and others in the graphic design community. *Club Director* was selected from more than 8,000 entries for this award.



NEW NCA CONNECT E-NEWSLETTER!

NCA is proud to announce a new, revamped version of *NCA CONNECT* to provide you with an innovative platform for NCA resources, membership benefits, educational opportunities, exclusive content, and excerpts from various NCA publications, as well as NCA Corporate Partner offerings. *NCA CONNECT* will continue to provide the news, trends and analysis that members have come to expect, such as the legal, legislative, regulatory and state issues that impact the private club community, as well as the latest in governance and operations.

Reach out to a multitude of clubs nationwide in the new, dynamic and interactive *NCA CONNECT*!



Classified Advertising | 155 x 155 pixels

- 1-3 months: \$500 per month
- 3-6 months: \$450 per month
- 6+ months: \$375 per month

WEBSITE ADVERTISEMENTS

National Club Association's website, www.nationalclub.org, receives on average 12,500 unique visitors and more than 13,400 visitor sessions each month.

Marketing through www.nationalclub.org is a cost effective way to reach thousands of club managers and officers to promote your products and services as they access the most up-to-date NCA information on legislation and news.



Website Advertising | 120 x 90 pixels

- 1-3 months: \$500 per month
- 3-6 months: \$450 per month
- 6+ months: \$375 per month



Banner Advertising | 468 x 60 pixels

- 1-3 months: \$800 per month
- 3-6 months: \$600 per month
- 6+ months: \$500 per month

“We distribute NCA publications, such as *Club Director*, to our entire leadership team, board members, and key department managers, so that we all understand the issues and work together to control risk, manage the club effectively, and conform to all legal and regulatory requirements.”

ROBERT C. JAMES

Executive Director, Westchester Country Club, Rye, NY

COPY AND CONTRACT REGULATIONS

1. Advertisers assume responsibility for obligations of their agents.
2. All art work, screens, reverse or any other production requirements not provided with original copy may be charged at provided rates.
3. Publisher reserves the right to label “advertising” on advertisements that may be mistaken for editorial content.
4. Frequency rates are determined by the number of insertions within a 12-month period. Frequency rates must be approved and confirmed by the publisher at the initiation of the 12-month period.
5. Rates are subject to change without notice.
6. All supplied materials will be destroyed after one year unless publisher is advised otherwise.
7. Proofs will be provided only if typesetting is completed by publisher.
8. No condition, printed or otherwise, appearing on space orders, billing instructions or copy instructions that conflict with the publisher’s stated policies will be binding on the publisher.
9. Cancellations are not accepted after space closing deadlines.
10. If change of copy is not received by the publisher by material due date for scheduled insertions, copy from the previous insertion will run. If no previous insertion is available, client is liable for cost of contracted space. Advertiser’s company name, phone number and address will be published in allocated space at the discretion of the publisher.
11. Late submission of ad materials will be subject to additional production costs and/or the ad will not be run at the publisher’s discretion.
12. The publisher reserves the right to reject, discontinue or omit any advertisement or any part thereof without the prior consent of the advertiser or agency. This right shall be deemed to have been waived by the acceptance or actual use of any advertising matter.
13. Requests for special position at R.O.P. rate are given consideration, but no guarantee is made unless the position had been provided for in the contract.
14. All advertisers are accepted and published by the publisher on the representation that the advertiser and/or advertising agency are properly authorized to publish the entire contents and subject matter thereof. It is understood that the advertiser and/or agency will indemnify and save the publisher harmless from and against any loss, expense or other liability resulting from any claims or suits that may arise out of the publication of such advertisements.
15. By placing an advertising order, advertiser/agency agrees to pay charges for said insertion(s). In the event advertiser/agency defaults on payment for charges due, advertiser/agency assumes all liability for fees and sums incurred in collection including, but not limited to, collection fees, attorney fees and court costs.
16. Oral space reservations will be confirmed with an in-house insertion order, a copy of which will be sent to the advertiser. Order will be binding whether or not the advertiser signs and returns.
17. Payment for charges is due within thirty (30) days from the date of the invoice. A one time late fee of 5% of the unpaid balance shall be charged and become due and owing from the undersigned should the total amount due not be paid within (10) calendar days from the due date. Should payment not be received within thirty (3) days. The undersigned shall also be charged interest at the rate of 1.5% per month (.05% per day and 18% per annum) on the remaining unpaid balance. No additional insertions will be honored until previous invoices are paid.



50TH ANNIVERSARY

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Suite 450
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WEB: www.nationalclub.org

1961-2011