

# Club Director

PERSPECTIVES FOR LEADING PRIVATE CLUBS

**2017 MEDIA KIT**  
National Club Association

PICTURED: Ridgewood Country Club

# Club Director

PERSPECTIVES FOR LEADING PRIVATE CLUBS

## The Premier Magazine for the Private Club Industry

**C**lub 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 a primary member communications vehicle for NCA and helps club leaders make key policy and purchasing decisions to enhance member services.

This quarterly magazine covers a wide array of topics, including best-business practices, operations, governance, legal guidance, legislative and regulatory updates and trends information. Each Club Director article offers in-depth analysis, 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 principal club leadership.

#### Investor Owners

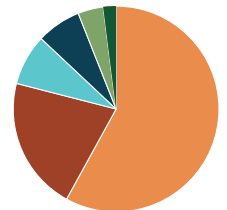
Investor owners of clubs turn to Club Director for information regarding marketing, member-usage rates, operating costs and ratios, property taxation and labor costs.

### 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.

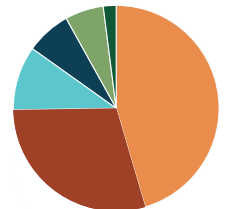
#### Members by Club Type

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



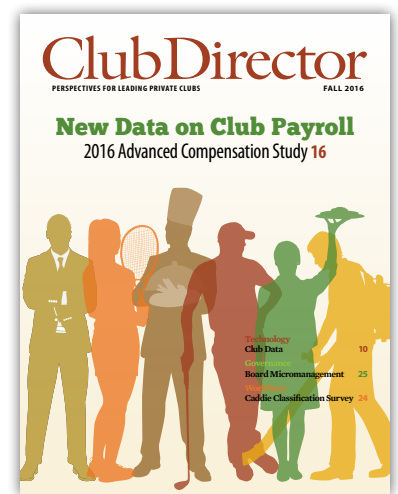
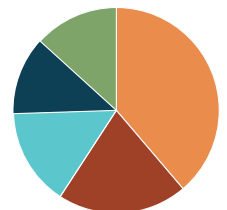
#### Members by Gross Revenue

\$2 - \$4 Million	45%
\$4- \$6 Million	29%
\$6- \$8 Million	10%
\$8- \$10 Million	7%
\$10- \$20 Million	6%
\$20 Million+	2%



#### Years of Membership

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





# What Can Advertising in *Club Director* Do for You?

Eighty-four percent of *Club Director* readers are involved in their organization's purchases to some degree:

- Approve/Authorize – 59%
- Part of a decision-making committee – 44%
- Recommend – 41%
- Provide opinions – 36%
- Select/Specify – 34%

*Club Director* has a long shelf life, as a majority of people pass along and save their issues, with 42% of readers saving copies of *Club Director* for six months or longer. *Club Director* readers spend an average of 50 minutes with the magazine.

## Recipients take action as a result of reading *Club Director*:

- Discussed item with others – 75%
- Passed item along to others – 61%
- Copied article for club board members – 48%
- Filed item for future reference – 42%
- Visited a website – 36%
- Used/modified an idea – 29%
- Sought further information – 22%
- Purchased/ordered a product/service – 14%
- Indicated at least one action – 93%

## Advertising has an impact:

- Visited an advertiser's website – 39%
- Passed ad along to others – 29%
- Discussed ad with others – 23%
- Filed ad for future reference – 20%
- Contacted dealer/supplier/rep – 18%
- Purchased/ordered product/service – 11%
- Contacted advertiser in some other way – 7%
- Indicated at least one action – 53%

“The Summer 2016 edition of *Club Director* is beautifully presented and chock full of valuable information. Board members could improve their effectiveness by understanding each of the articles in this issue.”

Frank Vain, President, McMahon Group

## Editorial Calendar

### WINTER 2017

**AD SPACE DEADLINE:** 11/8/2016

**AD MATERIALS DUE:** 11/15/2016

**BONUS DISTRIBUTION:** CMAA Conference

### SPRING 2017

**AD SPACE DEADLINE:** 2/8/2017

**AD MATERIALS DUE:** 2/15/2017

**BONUS DISTRIBUTION:** National Club Conference

### SUMMER 2017

**AD SPACE DEADLINE:** 5/8/2017

**AD MATERIALS DUE:** 5/15/2017

### FALL 2017

**AD SPACE DEADLINE:** 8/8/2017

**AD MATERIALS DUE:** 8/15/2017

### WINTER 2018

**AD SPACE DEADLINE:** 11/8/17

**AD MATERIALS DUE:** 11/15/17

**BONUS DISTRIBUTION:** CMAA Conference

*Club Director* offers advertisers the opportunity to make the most of their marketing dollars through an impressive advertising package designed to directly reach club decision makers. *Club Director* and NCA's online resources (*NCA CONNECT*, *Washington Weekly Update*, *Club Industry Brief* and *nationalclub.org*) are designed to deliver tangible, educational benefits to general managers, key staff, officers and directors of America's finest private golf, country, city, athletic and yacht clubs—providing targeted advertising opportunities for your advertising message.

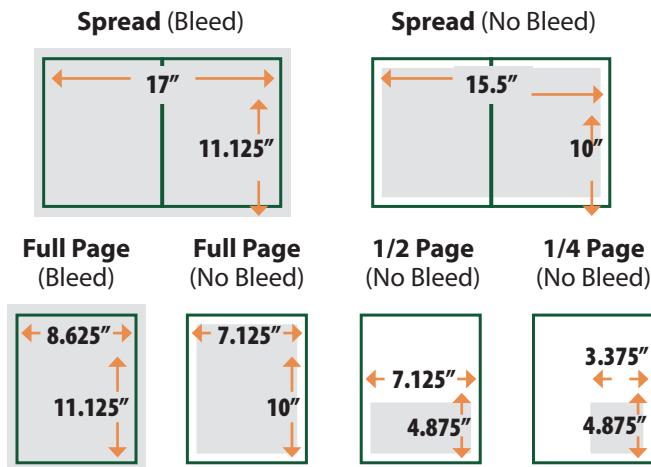


# Ad Specifications

## Ad Sizes

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, Horizontal	7.125" x 4.875"
1/4 Page	3.375" X 4.875"

\*A uniform bleed of 0.125" should be used on all ads that bleed. All cropmarks should be offset to 0.125".



## Production Specifications

**TRIM SIZE:** 8.375" x 10.875"

**BLEED SIZE:** 8.625" x 11.125" (add 0.125" bleed on each side)

**LIVE AREA:** 7.75" x 10.375" (0.25" from all trim edges)

**BINDING:** Saddle stitched

**PRINTING:** Web offset

SWOP recommended standards apply.

## Club Director Rate Card

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
1/4 Page	\$1,650	\$1,550	\$1,425

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

## Acceptable Formats

- High-resolution PDF with fonts and images embedded.
- Adobe PSD (Photoshop), AI (Illustrator) and EPS files with a minimum output resolution of 600 dpi. Any imported images must be embedded, not linked, and all text must be converted to vector outlines.
- Adobe InDesign INDD or IDML. Package all linked artwork (minimum output resolution of 600 dpi) and fonts in a ZIP file along with the INDD or IDML file.
- JPEG, TIFF, PNG and GIF files not accepted.

## Delivery Instructions

Ad files may be submitted electronically via FTP, web-based file-sharing application (e.g., Dropbox) or email. For files larger than 8MB, please contact the advertising coordinator at advertising@nationalclub.org for FTP instructions. For files smaller than 8MB, please email ad files to advertising@nationalclub.org and vizza@nationalclub.org. 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.

## Miscellaneous

- Do not use PostScript Color Management (an option when saving an image as an EPS in Photoshop or Illustrator).
- All photography and illustration images must be high resolution (600 dpi or more) and saved in CMYK color output. Advertisers may incur charges if unlinked, low-resolution files are left in the document.
- Do not use PMS color swatches in the design if sending a PDF, AI, EPS, PSD, INDD or IDML file.
- If you require your mailed ad materials returned, please enclose a request for their return with your full address.

## Discounts

Associate Members of the National Club Association receive a 15% discount on both print and online advertising. Print advertisers in *Club Director* magazine and sponsors of our National Club Conference receive a 25% discount on nationalclub.org, NCA CONNECT, Club Industry Brief and Washington Weekly Update banner advertisements.



# NCA's Online Media Advertising

## Club Industry Brief E-News Digest

Designed specifically for private club leaders, NCA's bi-weekly e-news digest *Club Industry Brief* covers industry news, trends, golf and membership and operations as they relate to private clubs.

**RECIPIENTS:** 3,000+

### HORIZONTAL BANNER

**AD SIZE:** 550W x 75H pixels

**1-3 MONTHS:** \$450 per month

**3-6 MONTHS:** \$400 per month

**6+ MONTHS:** \$350 per month



## Washington Weekly Update E-Newsletter

Written by Brad Steele, NCA's VP of Government Relations & General Counsel, *Washington Weekly Update* reports on Capitol Hill issues affecting private clubs.

**RECIPIENTS:** 1,500+

### HORIZONTAL BANNER

**AD SIZE:** 550W x 75H pixels

**1-3 MONTHS:** \$450 per month

**3-6 MONTHS:** \$400 per month

**6+ MONTHS:** \$350 per month



## NCA CONNECT E-Newsletter

NCA's popular e-newsletter *NCA CONNECT* provides an online platform for 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 savvy clubs nationwide through this dynamic, interactive newsletter.

**RECIPIENTS:** 1,500+

### VERTICAL BANNER

**AD SIZE:** 160W x 160H pixels

**1-3 MONTHS:** \$425 per month

**4-6 MONTHS:** \$375 per month

**6+ MONTHS:** \$325 per month

### HORIZONTAL BANNER

**AD SIZE:** 450W x 75H pixels

**1-3 MONTHS:** \$500 per month

**4-6 MONTHS:** \$450 per month

**6+ MONTHS:** \$375 per month



## NATIONALCLUB.ORG

Marketing through nationalclub.org is a cost-effective way to reach thousands of club managers and club leaders to highlight your products and services as members access the most up-to-date NCA resources and information on legislation and industry news.

**MONTHLY SITE VISITS:** 2,000+

### SQUARE BANNER

**AD SIZE:** 260W x 260H pixels

**1-3 MONTHS:** \$475 per month

**3-6 MONTHS:** \$425 per month

**6+ MONTHS:** \$375 per month



# Copy and Contract Regulations

- Advertisers assume responsibility for obligations of their agents.
- All artwork, screens, reverse or any other production requirements not provided with original copy may be charged at provided rates.
- Publisher reserves the right to label “advertising” on advertisements that may be mistaken for editorial content.
- 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.
- Rates are subject to change without notice.
- All supplied materials will be destroyed after one year unless publisher is advised otherwise.
- Proofs will be provided only if publisher provides typesetting and design.
- 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.
- Cancellations are not accepted after space closing deadlines.
- 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.
- 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.
- 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.
- Request 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.
- 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.
- 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.
- Verbal 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.
- All payments are to be made in U.S. funds.
- 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 (30) 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.

“I have been a longtime member of the board at The Honors Course. *Club Director* has always been a wonderful resource in helping me be a better board member.”

**Jim Sievers, Board Member, The Honors Course**

**NATIONAL CLUB ASSOCIATION**

1201 15th Street NW  
Suite 450  
Washington, DC 20005

**MAIN: 202-822-9822**  
**WEB: [nationalclub.org](http://nationalclub.org)**

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