Club Director
PERSPECTIVES FOR LEADING PRIVATE CLUBS

2020 MEDIA KIT
National Club Association

PICTURED: OCEAN REEF CLUB
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 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. Ninety percent of Club Director subscribers are board members or general managers, and 68 percent approve or authorize club purchases.

Members by Club Type
- Country: 63%
- Golf: 19%
- City: 9%
- Yacht: 5%
- Athletic: 3%
- Other: 1%

Readers Position
- COO, CEO, GM: 50%
- Board Member: 24%
- Club Staff: 14%
- Other: 8%
- Industry Rep.: 2%

Gross Revenues
- $6-$9.9 million: 27%
- $10-$14.9 million: 17%
- $3-$5.9 million: 17%
- $30+ million: 9%
- $15-$19.9 million: 9%
- $20-$29.9 million: 6%
- under $3 million: 3%
- Not clubs: 3%
What Can Advertising in Club Director Do for You?

Eighty-nine percent of Club Director readers are involved in their organization’s purchases to some degree:

- Approve/Authorize – 68%
- Recommend – 54%
- Part of a decision-making committee – 44%
- Provide opinions – 43%
- Select/Specify Products and Services – 43%

Club Director has a long shelf life, as a majority of people pass along and save their issues, with 41% of readers saving copies of Club Director for six months or longer. Club Director readers spend an average of 48 minutes with the magazine.

Recipients take action as a result of reading Club Director:

- Indicated at least one action – 93%
- Discussed item with others – 79%
- Passed item along to others – 66%
- Copied article for club board members – 48%
- Filed item for future reference – 38%
- Visited a website – 33%
- Sought further information – 25%
- Purchased/ordered a product/service – 6%

Advertising has an impact:

- Indicated at least one action – 57%
- Passed ad along to others – 34%
- Visited an advertiser’s website – 33%
- Discussed ad with others – 28%
- Filed ad for future reference – 19%
- Contacted dealer/supplier/rep – 17%
- Recommended a product or service – 12%
- Purchased/ordered a product/service – 9%
- Contacted advertiser in some other way – 5%

“...The new Club Director is one of the best ever. (Summer 2019)”

Tom Gaston, General Manager, The Pacific-Union Club

Editorial Calendar

**WINTER 2020**
- AD SPACE DEADLINE: 11/8/19
- AD MATERIALS DUE: 11/15/19
- BONUS DISTRIBUTION: CMAA Conference

**SPRING 2020**
- AD SPACE DEADLINE: 2/8/2020
- AD MATERIALS DUE: 2/15/2020
- BONUS DISTRIBUTION: National Club Conference

**SUMMER 2020**
- AD SPACE DEADLINE: 5/8/2020
- AD MATERIALS DUE: 5/15/2020

**FALL 2020**
- AD SPACE DEADLINE: 8/8/2020
- AD MATERIALS DUE: 8/15/2020

**WINTER 2021**
- AD SPACE DEADLINE: 11/8/20
- AD MATERIALS DUE: 11/15/20
- 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 AGENDA, 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

<table>
<thead>
<tr>
<th></th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread, Bleed*</td>
<td>17” x 11.125”</td>
</tr>
<tr>
<td>Spread, No Bleed</td>
<td>15.5” x 10”</td>
</tr>
<tr>
<td>Full Page, Bleed*</td>
<td>8.625” x 11.125”</td>
</tr>
<tr>
<td>Full Page, No Bleed</td>
<td>7.125” x 10”</td>
</tr>
<tr>
<td>1/2 Page, Horizontal</td>
<td>7.125” x 4.875”</td>
</tr>
</tbody>
</table>

*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.

### 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.

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**Club Director Rate Card**

<table>
<thead>
<tr>
<th>Covers (4-Color)</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$3,025</td>
<td>$2,700</td>
<td>$2,450</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,950</td>
<td>$2,600</td>
<td>$2,400</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$3,250</td>
<td>$2,800</td>
<td>$2,575</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4-Color</th>
<th>1X</th>
<th>2X</th>
<th>4X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$4,325</td>
<td>$3,850</td>
<td>$3,500</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,400</td>
<td>$2,150</td>
<td>$1,950</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,950</td>
<td>$1,840</td>
<td>$1,725</td>
</tr>
</tbody>
</table>

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

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“NCA is the source club leaders rely on for assistance in the regulatory and legislative arenas. In addition, the written publications are ‘go to’ sources for expert advice.”

Brian R. Kroh, CCM, General Manager, John's Island Club
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+

*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+

*NCA Agenda E-Newsletter*

NCA’s monthly e-newsletter *NCA Agenda* 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 trends. Reach out to savvy clubs nationwide through this dynamic, interactive newsletter.

**RECIPIENTS**: 1,500+

*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+
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 waiver 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 (0.05% per day and 18% per annum) on the remaining unpaid balance. No additional insertions will be honored until previous invoices are paid.

"Bravo!! I love the publication (NCA Agenda) - love the content, love the look, love the length and the layout. I sent several articals to several folks. Great Work!"

Wally Smith, General Manager
The Missouri Athletic Club