

FREE



# GOLF CAR OPTIONS MAGAZINE

September 2019

Visit our  
NEW enhanced  
Advertiser Web Page,  
one that you won't find  
anywhere else!



[info@golfcarioptions.com](mailto:info@golfcarioptions.com)

[www.golfcarioptions.com](http://www.golfcarioptions.com) | 855-855-0638



## NEWS. REVIEWS. REPAIR. SHOPPING.

Backed by 26 plus years of experience in the golf car industry (24 years as Managing Editor of Golf Car News Magazine), Golf Car Options is the industry's leading news source for golf car owners, enthusiasts, and retailers. Golf Car Options digital magazine features the latest in vehicle and product news, reviews, repair tips, and general interest golf car related editorial content. With Golf Car Options rest assured golf cars are, and always have been our primary focus, and because we don't have any other affiliation. We are completely unbiased when it comes to our content.

Whether it's for on- or-off the course use, for shopping, or off-roading we address it all. Our mission is simple; to supply our readers, and industry partners with the highest quality of media to expand and grow the interest of golf cars, LSVs, and the industry regionally, nationally, and worldwide.

Published monthly; Digital and print versions are available on the MagCloud platform at [www.magcloud.com](http://www.magcloud.com). Digital subscriptions are available on Magzter at [www.magzter.com](http://www.magzter.com).

Current email distribution: 5900 golf car owners, 5700 golf car retailers

**Let us help you reach those hard to connect to customers**

Along with our magazine advertising options we also specialize in golf car marketing creative design.

**EMAILS**  
**FLYERS**  
**ADVERTISEMENTS**  
**PROMOTIONS**  
**CATALOGS**



## display advertising rates:

|                     |        |
|---------------------|--------|
| 2-page spread ..... | 550.00 |
| Full page .....     | 300.00 |
| Half page .....     | 175.00 |
| Quarter page .....  | 90.00  |

Limited premium ad space available upon request; add 50.00. Multi run discounts available, eMail for info.

## mechanical specs: Trim size is 8 $\frac{1}{4}$ w x 10 $\frac{3}{4}$ h

|           | trim                                    | bleed                                 | no bleed                               |
|-----------|---|---------------------------------------|--|
| Spread    | 16 $\frac{1}{2}$ w x 10 $\frac{3}{4}$ h | 16 $\frac{3}{4}$ w x 11h              | 15 $\frac{1}{2}$ w x 9 $\frac{3}{4}$ h |
| Full      | 8 $\frac{1}{4}$ w x 10 $\frac{3}{4}$ h  | 8 $\frac{1}{2}$ w x 11h               | 7 $\frac{1}{4}$ w x 9 $\frac{3}{4}$ h  |
| Half horz | 8 $\frac{1}{4}$ w x 5 $\frac{1}{4}$ h   | 8 $\frac{1}{2}$ w x 5 $\frac{1}{2}$ h | 7 $\frac{1}{4}$ w x 4 $\frac{3}{4}$ h  |
| Quarter   | na                                      | na                                    | 3 $\frac{1}{2}$ w x 4 $\frac{3}{4}$ h  |

Trim size is 8 $\frac{1}{4}$ w x 10 $\frac{3}{4}$ h



### MagCloud

2019 digital stats (avg)  
 Reads: 1738  
 Page views: 30242  
 Web page hits: 1591  
 Read in: 50 States  
 15 Int'l Countries

### Added Features

You ad will also be featured on our one-of-a-kind Advertiser web page, our Featured Product web page, and in an email promotion

## other marketing options

We also offer custom marketing strategies across our platform, via partner links on our website, banner ads on our monthly newsletter and email blasts. Contact info@golfcaroptions.com for more information.

## digital ads versus

- Lower ad cost
- Delivered on time
- Track-able ad views
- Hyper links bring consumers directly to you
- Easy to archive for later reference
- Can be updated at anytime
- Utilizing MagCloud's print on demand option allows for no waste or over-runs, reducing the impact on the environment

## print ads

- High ad cost
- Delivery unreliable
- No tracking of your ad views
- Consumers need to find you on-line
- Once read usually get tossed making it harder to find your ad at a later date
- Can not be updated until the next print run

## ad reservation & production dates

Each issue will be released through MagCloud and Magtzer on the first day of the month.

**Space reservation date:** The 10th of each month  
**Material due date:** The 15th of each month

Email reminders will be sent to current advertisers prior to each issue to confirm if you will be changing your ad, or if we are picking up the same one. NOTE: If we do not hear back in writing your ad will run as is. Insertion orders will be supplied upon request. Payment due upon invoice receipt.



# SALES & RATES



# Golf Car Options Exclusive Merchandise



| Wednesday | Thursday | Friday | Saturday |
|-----------|----------|--------|----------|
| 2         | 3        | 4      | 5        |
| 11        | 12       | 13     |          |
| 18        | 19       | 20     |          |
| 25        | 26       | 27     |          |

**8.25" x 10.75"**  
**Flip Style Golf**  
**Car Calendar**  
**Just \$8.99**  
 + Postage

## Cart Life T-Shirt or Mug

**\$18.95 + \$5. Shipping & Handling.**  
**Black or White, Sizes Small to 3XL**

**\$9.95 + \$6.95 (US). Shipping & Handling.**  
**White, 11oz, Dishwasher Safe**



## Keep Calm And Cart On T-Shirt or Mug

**\$18.95 + \$5. Shipping & Handling.**  
**Black, Navy or White, Sizes Small to 3XL**

**\$9.95 + \$6.95 (US). Shipping & Handling.**  
**White, 11oz, Dishwasher Safe**