NEW YORK STATE GOLF ASSOCIATION

2026 ADVERTISING OPPORTUNITIES

MEMBERSHIP
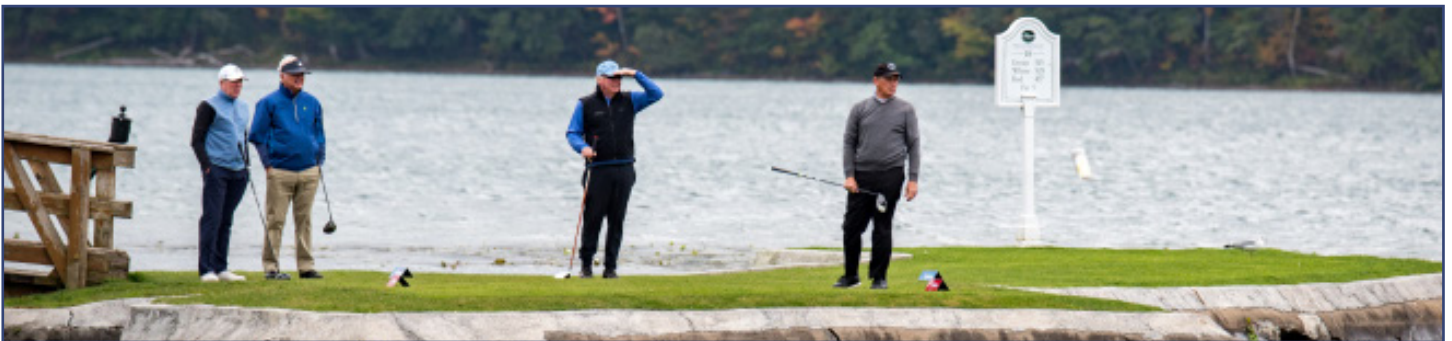

550+ Member Clubs *(Directly Service 262)*
46,000+ Individual Members

79% Male
21% Female

78% Married
93% Attended College

92% Homeowners
28% Own Second Home

54% HHI > $100,000
53% Retired

Advertising partners of the NYSGA gain access to our affluent group of members. They represent the most avid golfers in New York and an influential force within the state golf economy, plus a difficult to reach consumer base.

LEVERAGE A HIGHLY-TARGETED AUDIENCE OF AVID GOLFERS FROM AROUND THE EMPIRE STATE
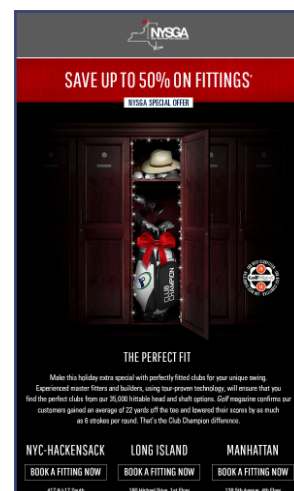
EMAIL MARKETING

DEDICATED E-BLAST

Sponsor your very own dedicated email to 50,000+ members and subscribers with messaging and images dedicated specifically to your product(s). eBlasts regularly **have open rates of 25-30%.**

Email format may be either in an artwork form or HTML. Artwork must be provided as a .gif or .jpg file (no animated or Flash files) up to 200kb in size, and a link must be provided when submitting the file.
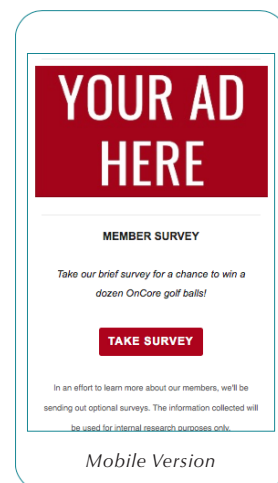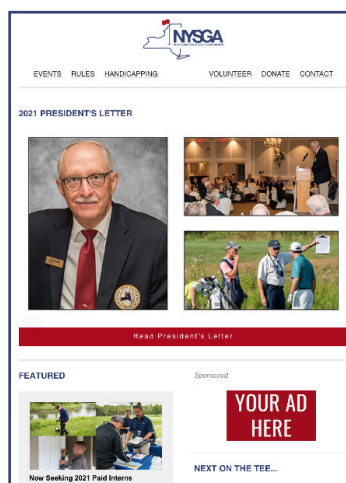
RATE: $2,850/EMAIL

E-NEWSLETTER

NYSGA eNews is an informative newsletter sent to all 50,000+ members and subscribers bi-monthly, with an average **open rate of 24-30%.**

Files can be up to 50kb saves as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

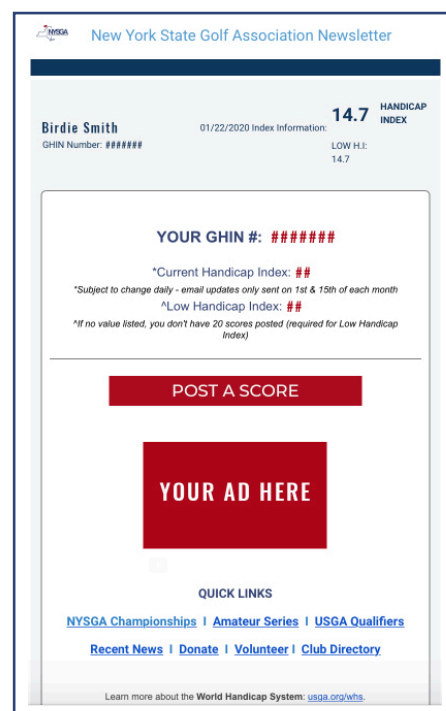| Rates	1x	3x	6x
350px x 200px	$500	$400	$350

Mobile Version

E-REVISION

The NYSGA eRevision email is sent to **30,000+** GHIN-using members with an actively linked email along with an update of their USGA/GHIN Handicap Index. The email also contains quick links and important updates. eRevisions are sent on Monday of each week for a total of 52 eRevisions each year. The open rate for these emails **exceeds 45%**

The following advertisement size is available: 266 pixels x 145 pixels

Files can be up to 50kb saves as .gif or .jpg. No animated .gif or Flash files will be accepted. Must provide link when submitting file.

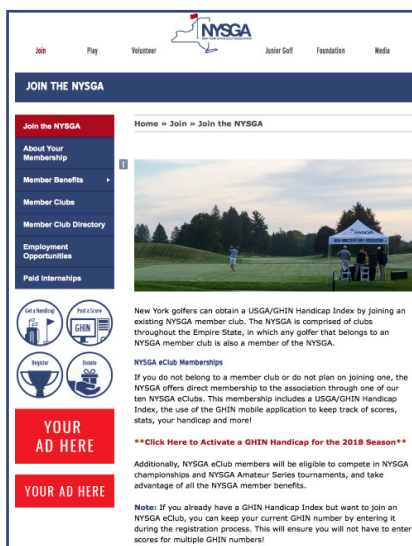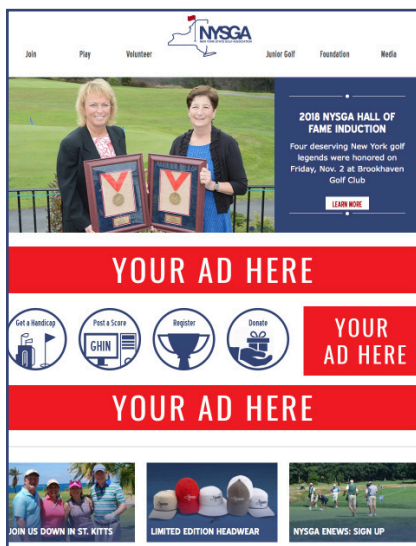| Rates	1x	3x	6x
350px x 200px	$600	$500	$400

WEBSITE ADS

NYSGA.ORG

The NYSGA website attracts over million people each year. Three advertisement spots are available to be shown on every NYSGA webpage at a given time.

Advertisement dimensions:
266 pixels by 145 pixels as a jpg/png, or
960 pixels by 120 pxiels as a jpg/png.

No animated .gif or Flash files will be accepted. Provide link when submitting file.

RATE: $1,200/MONTH

MOBILE ADS

NYSGA MOBILE APPLICATION BANNER ADS

(2) TWO AD SPOTS AVAILABLE PER MONTH

The NYSGA mobile application is used by thousands of members to post scores and keep track of their handicap information. Throughout each season, the mobile application is viewed constantly by NYSGA member while posting their scores.

2021 NYSGA Member Stats
5.5 million app visits
1 million rounds posted on app

Advertisement dimensions:
1920 pixels by 800 pixels as a jpg/png.

RATE: $1,500/MONTH

"A LA CARTE" RATES

2026 Rates:

Dedicated Email Blast	1x	2x	3x or more
Per Email	$2,850	$2,400	$2,250

* File can be HTML or JPG, recommended width 600-800px - see Email Marketing page for more details

Mobile App Banner Ad	1x	3x	6x
Per Month	$1,500	$2,800	$4,000

* available in 1920px x 800px - see Mobile page for more details

Website Banner Ad	1x	3x	6x
Per Month	$1,200	$2,400	$3,200

* available in either 266px by 145px, or 960px by 120px - see Website page for more details

eRevision Banner Ad	1x	3x	6x
Per Email	$600	$500	$400

* available in 350px by 200px - see Email Marketing page for more details

eNewsletter Banner Ad	1x	3x	6x
Per Email	$500	$400	$350

* available in 350px by 200px - see Email Marketing Page for more details

If you are interested in **bundling two or more** of the above advertising opportunities, please contact
Dan Thompson at **dan@nysga.org** for further discounts and packages.