

# the divot

FORT WASHINGTON GOLF & COUNTRY CLUB



..... 2016 MEDIA KIT .....



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## WELCOME TO DESIGN RANCH

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### **HIGHLY EFFECTIVE PUBLICATIONS FOR HIGHLY SPECIALIZED GROUPS.**

Design Ranch was founded in the spring of 1999 when Jim Lowe left his job as creative director at a large ad agency to create his own small design studio. In early 2010, with partners Randy Koontz and Tom Brocks, the "Ranch" was expanded to include the publishing of exclusive periodicals – a type of publication defined by its limited circulation, usually among members of a specific group. For this reason, exclusive periodicals are sometimes described as "newsletters in a magazine format."

In April, 2010, we published our first issue of Fort Washington Golf and Country Club's "The Divot." The Fresno Police Officers Association's "Kop-Out" came online in the spring of 2011, and the first issue of the Fresno Deputy Sheriff's Association's "The Goldstar" was published in the summer of 2011. In 2016 We will began publishing the magazine for Belmont Country Club.

### **RIGHT ON TARGET FOR ADVERTISERS.**

As each publication is added, we continue to expand a circulation base that allows advertisers to reach very specific markets. Each advertiser has the opportunity to reach not only the demographics of one magazine, but all if they so choose. Currently, "The Divot" has a circulation of 800, "Kop-Out" has a circulation of 1,500, and "The Goldstar" has a circulation of 900.

Are newsletters still relevant in the age of electronic media? Absolutely! Newsletters have stood the test of time for two simple-but-powerful reasons: organizations like to stay in contact with their members, and members like to feel good about their organization. Newsletters are a valuable tool for organizations to communicate membership information, upcoming activities and the well-being of the organization itself. The minutes from Board of Directors meetings are commonly included so the members can understand and feel good about the decisions being made on their behalf. At Design Ranch, we have no doubt that newsletters are here to stay.

### **THE NEWSLETTER OF TOMORROW, TODAY.**

Our goal is, and always will be, to evolve the existing newsletter into a professionally designed full-color magazine packed with all the information members might want. By keeping an even balance of editorial articles and advertisements, and with plenty of photos from various member activities, we are able to continually engage readers and leave them looking forward to the next issue.

Our commitment to evolving the newsletter also extends to a web-based version of each magazine, complete with links to each advertiser. Members who prefer the ease and convenience of reading their magazines online are able to do so anytime they like!

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FORT WASHINGTON GOLF AND COUNTRY CLUB

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Fort Washington Golf and Country Club, locally known as “The Fort”, offers one of the finest private golf, dining and entertainment venues in the San Joaquin Valley. The course was originally designed by Mr. William Watson, in 1923. Through the years the membership has been committed to maintaining the integrity of the course’s original design, while implementing the changes necessary to continue to challenge golfers at all levels. The 33,000 square foot clubhouse was constructed in 1992 and offers elegance, sophistication and functionality.

At the present time we email to over 1000 members and associates of Fort Washington Golf and Country Club. Fort Washington is a healthy and active club whose membership has steadily



increased through the years, despite the downturn the economy in the 2010s. The membership ranges over a wide spectrum of ages and ethnicity, but, because Fort Washington is a private club, we are unable to give exact demographic financial information of the membership. It must be noted however, that the members are people situated in the higher socioeconomic tiers of Fresno. These are the pre-qualified buyers that many advertisers endeavor to pinpoint.



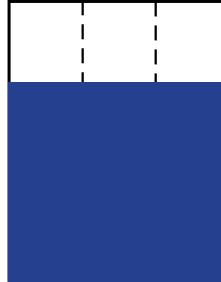
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## AD SHAPES & SIZES

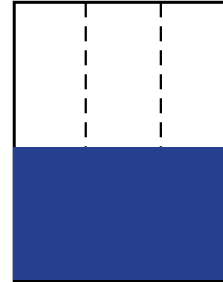
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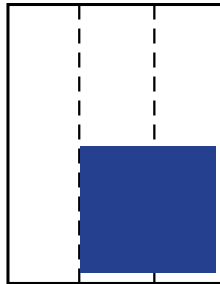
**Full**  
8.75" x 11.25"



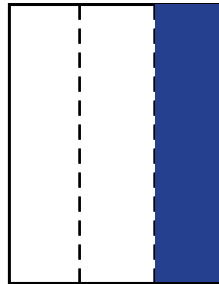
**Two Thirds**  
8.75" x 8.75"



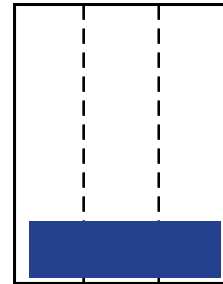
**Half**  
8.75" x 5.5"



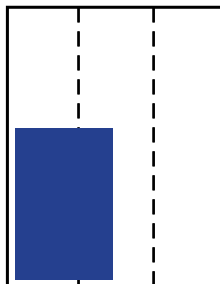
**Square**  
5.125" x 5.125"



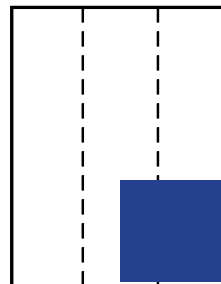
**Third**  
2.5" x 11.25"



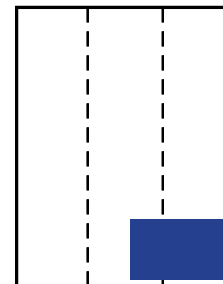
**Quarter**  
3.875" x 2.25"



**Quarter Plus**  
3.875" x 5.25"



**Double Biz**  
3.875" x 3.875"



**Business**  
3.875" x 2.25"

Got a different size in mind?  
Call us and we will be happy to assist you in making it work!



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## 2016 DIVOT AD PLACEMENT RATES

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Standard ads – Full Color

Full . . . . .	<del>\$350</del> /\$325
Two Thirds . . . . .	<del>\$300</del> /\$280
Half Page . . . . .	<del>\$305</del> /\$275
Square . . . . .	<del>\$250</del> /\$225
Third . . . . .	<del>\$220</del> /\$200
Quarter . . . . .	<del>\$175</del> /\$160
Quarter Plus . . . . .	<del>\$165</del> /\$150
Double Biz. . . . .	<del>\$85</del> /\$75
Business . . . . .	<del>\$60</del> /\$50

Link from magazine ad to client web site: \$10.00 per month  
*(It works the same way as clicking on any of the Design Ranch logos in this Media Kit does.)*

- All Prices are Per Issue •
- Member Ad Rates reflect at least a 12.5% \*\*price break •

**The Divot is published on-line every month.**



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## AD SPECIFICATIONS & REQUIREMENTS

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### AD DEADLINE is the 15th of the month prior to publication

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#### Design Ranch accepts digital advertisements per the following requirements:

- Supply artwork in one of the sizes listed from "Ad Sizes & Shapes" page.
- Embed and outline all fonts. Embed pictures and links.
- Files must one of the following formats:
  - Adobe Illustrator (.eps or .ai)
  - Adobe InDesign (.indd)
  - Adobe Photoshop Document (.psd)
  - Press Quality .pdf
  - CMYK or RGB .tiff
  - CMYK or RGB .jpg
- WORD and PUBLISHER DOCUMENTS ARE **NOT ACCEPTED**.
- File must be at least 300 dpi.
- Ad quality/accuracy can only be guaranteed if artwork is supplied as requested.
- If you have any questions regarding the file format please contact us at 559/790-5314

#### We have three ways to send your digital advertisements:

- Supply on CD to:  
Design Ranch  
1967 N. Karen  
Clovis, CA 93619
- E-mail to [ads@designranch.net](mailto:ads@designranch.net)
- Dropboxes are available for transmission of large files. Please call for details.

Fort Washington Golf and Country Club is a private organization and reserves the right to make all final decisions regarding advertisers & content. Some ad content may require pre-approval by the Board of Directors.





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## HALF WORKS

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It is often said that half of all advertising works. Is your advertising in that half? Here are a few suggestions make sure all of your advertising is working as hard as it can for you:

**“Doing business without advertising is like winking at a girl in the dark; You know what you’re doing, but no one else does.”**

*Ed Howe*

### **BE DIRECT.**

With traditional advertising, a great deal of time and money is wasted in the hope that your message is reaching the right people, when in fact, most of the audience will never use or identify with your product or service. The advantage of advertising in an exclusive publication is that you know exactly who your audience is! Since you’re paying for the privilege of being in front of this particular audience, don’t dilute your message by trying to appeal to the general population. Speak directly to your target, using your knowledge of their unique needs, and speak frequently to reinforce your message in their minds. Then watch your audience respond enthusiastically!

### **GIVE PEOPLE A REASON.**

Business cards are an effective way to introduce yourself, but an ineffective way to advertise. If you simply want to show your support for the organization (or donate money to our magazine!) then publishing your business card is fine. But unless you give readers a reason to pick up their phone, don’t expect any calls. What kind of reason? How about a Buy - One - Get - One - Free Special? Or a 10% Off deal. Or a Free Estimate or Grand Opening Event. There are endless reasons why readers should do business with you; all you need to do is pick one and let them know about it!

### **CALL THEM TO ACTION.**

One of the most overlooked pieces of the advertising puzzle is also one of the most important: a “call to action.” All good advertising has it. Simply put, a call to action tells the reader what you’d like them to do. Sometimes it’s as simple as asking for their business. Don’t be afraid to – you may find that a little “nudge” is all it takes to start a landslide of business!

### **DON’T BURY THEM IN DETAILS.**

It’s a fact of life in advertising: less is always more. That’s because people tend not to read. They primarily look at photos or images, and only if one captures their interest will they proceed to read a headline. Then, only if the headline piques their curiosity will they go on to read an entire ad. And that’s only if nothing else hijacks their attention along the way! So keep your ad text short and to the point, vigilantly resisting any temptation to add more information (clutter) than necessary. Also resist the temptation to develop your own advertising, even though today’s technologies make it easy. Take a tip from the Fortune 500: find a good graphic artist and copywriter experienced in the art of creating effective advertising. Use your budget to create a powerful ad you can run frequently, rather than sinking it all into the creation of an ad that runs only once because of budget constraints.