

2010-11 MEDIA KIT

FORE MAGAZINE | SCGA DIRECTORY OF GOLF | SCGA.ORG

SCGA
SOUTHERN CALIFORNIA GOLF ASSOCIATION™

ABOUT THE SCGA



**It's your passion. It's our purpose.
We're the SCGA.**

For more than 110 years, the SCGA has been the most trusted resource for Southland golfers. From the casual player to the devoted golfer, the SCGA administers the game of golf and makes the sport more enjoyable, on and off the course. As the principal ruling body for the game of amateur golf, the SCGA provides a host of member services, including access to many of the region's top courses. Among the other primary services offered, the SCGA:

Measures courses and provides USGA Course and Slope Ratings,

Conducts Southern California's major amateur golf championships,

Provides news and information on issues affecting golfers,

Sponsors the education of youth through golf,

Administers a computerized USGA Handicap System, and

Provides Rules of Golf education and assistance.

With a mission to lead, serve and advance amateur golf in Southern California, the SCGA keeps its 155,000 members and 1,200 clubs informed through various communication channels. Its recently redesigned Web site provides up-to-date association news and tournament results, and its member magazine reviews standout golf course restaurants, the latest apparel and accessories, and great golf travel destinations. The SCGA cares about the future of golf and supports the education and character development of Southern California youth. Visit scga.org to learn more about the SCGA.

For more information on opportunities with the SCGA, contact the following advertising managers:

Tom Black, Golf Accounts | tblack@scga.org, (562) 590-5143

Rich Katz, Non-Golf Accounts | rkatz@scga.org, (310) 710-7414

George Eckardt, Coachella Valley | geckardt@scga.org, (760) 772-7399

SCGA Communications and Marketing Department

3740 Cahuenga Blvd.
Studio City, CA 91604
(818) 980-3630

scga.org
communications@scga.org

SCGA

OFFERINGS

The SCGA has served the Southland golf community for more than 110 years. Now, with the introduction of a new Web site, revamped member magazine and a powerful new brand, the SCGA is proud to reintroduce itself, and there is no more exciting time than now to be a part of our expanding community.

Various SCGA print and electronic communications inform and entertain our more than 155,000 loyal, affluent members and offer valuable details about programs and an expanding list of quality member services. Combined with our sponsorship program, the SCGA today offers numerous opportunities to align your brand with the most influential and affluent golfers in Southern California.

DEMOGRAPHICS

SCGA Membership:

More than 1,200 Member Clubs
(including Affiliate Clubs,
Public Clubs and Private Clubs)

**More Than 155,000
Total Memberships**

89% Men

6% Juniors

5% Women

THE SCGA MEMBER

SCGA members are the most avid golfers in Southern California, both in frequency of play and attitudes towards the game. They use the Internet, actively email and visit social networking sites daily. They are seen by their peers as golf experts, and consider golf not just a sport, but a lifestyle.

Median Age – 58

75% Married

74% College Graduates

34% Advanced Degree

Play More Than 7 Rounds a Month

Median Household Income – More Than \$155,000/Year



SCGA MEMBER ATTITUDES AND BEHAVIORS

	OVERALL	PRIVATE	PUBLIC
I play competitive golf	69%	69%	69%
Friends seek my advice on golf topics	67%	62%	71%
I would play golf every day if I could	64%	58%	70%
I plan vacations centered on golf	63%	67%	60%
Golf is the ultimate sport	55%	55%	54%
I always have the latest in golf equipment	44%	47%	41%
I'm a golfer because it helps my professional relationships	24%	25%	23%
Email/IM (daily)	92%	91%	94%
Internet (daily)	89%	85%	92%
TV (daily)	85%	85%	84%
Radio (daily)	65%	61%	68%
Newspapers/magazines (daily)	63%	67%	60%
Internet for golf info (weekly/weekly+)	63% / 50%	57% / 45%	70% / 55%
Social networking site members	53%	48%	57%
Text message	68%	65%	71%
Have text message feature	94%	93%	94%
Mobile internet	57%	58%	55%
Have mobile internet feature	84%	88%	84%
Download apps	40%	43%	38%
Have apps feature	84%	85%	83%



PRINT ADVERTISING OPPORTUNITIES

FORE Magazine

CIRCULATION / 2.6 READERS/
155,000 / **403,000**
READS PER ISSUE



The SCGA's newly redesigned publication, the bimonthly **FORE Magazine**, is one of the oldest and largest regional publications in the nation, and is mailed to the homes of every SCGA member. Features include personality profiles, travel, eco-friendly courses, golf course restaurants, apparel, equipment and more.



THIS COULD BE YOUR AD!

Ad Rates	1x	2x	4x	6x
Full page	\$8,250	\$7,590	\$7,013	\$6,600
2/3 page	6,950	6,394	5,908	5,560
1/2 page	5,250	4,830	4,462	4,200
1/3 page	4,250	3,910	3,612	3,400

Cover and Spread Rates	1x	2x	4x	6x
IFC / IBC	\$9,270	\$8,528	\$7,880	\$7,416
Back cover	11,000	10,120	9,350	8,800
2-page spread	15,950	14,674	13,558	12,760

Ad Closes, Materials Due and Mailing Dates (2010-11)

Issue	Closes	Materials	Mails
July/Aug	May 28	June 4	July 8
Sept/Oct	July 30	Aug 6	Sep 9
Nov/Dec	Oct 1	Oct 8	Nov 9
Jan/Feb 2011	Nov 29	Dec 6	Jan 6
Mar/Apr	Jan 31	Feb 4	March 8
May/June	March 28	April 4	May 10

* All rates are gross. Inserts are available; contact your advertising manager.

To advertise, please contact any of the following SCGA Advertising Managers:

Tom Black (tblack@scga.org) | George Eckardt (geckardt@scga.org) | Rich Katz (rkatz@scga.org)

Special Position/Bleed Charges:

A 10% charge is added for special position and must be approved in advance by the publisher. There is no additional charge for bleeds on full-page ads or two-page spreads. A 10% charge is added for bleed on less-than-full-page ads.

Personalization of Ads: Ads may be personalized with the reader's name and/or address for an additional fee.

Commissions, Cash Discounts & Payments: Commissions equalling 15% of gross allowed to recognized agencies for accounts paid in full within 45 days of invoice date. First-time and all mail-order advertisers must pay in advance. Invoices more than 45 days in arrears are subject to a 1.5% surcharge, plus any appropriate collection agency and/or attorney fees incurred.

Contracts and Frequency Rates: Two-time rates quoted above are for two insertions in a 12-month period; six-time rates are for six insertions. Multiple insertions in excess of six earn larger frequency discounts. Advertisers who contract for space and fail to complete a contract will be short-rated at the prevailing one-time rate.

Inserts: Advertisers can either mail to FORE's entire readership or segment by ZIP code or type of club (e.g., private, public, affiliate). Advertisers can also personalize inserts or ads with the subscriber's name and address.

SCGA Directory of Golf: A digest-size publication (5 1/4 x 8 1/4 inches) that is mailed in a polybag with FORE Magazine's January/February issue.

Packages: There are several packages that include print and digital, with opportunity for discounts. Contact your advertising manager for more information.

SCGA Directory of Golf

CIRCULATION
159,000



The annual *Southern California Golf Association Directory of Golf* is the most comprehensive golf guide in the Southland. Mailed to the homes of each SCGA member, as well as more than 3,000 members of the Southern California Section of the PGA, this digest is filled with detailed information about each Southern California golf course, resources, SCGA member clubs and more. It's the best advertising buy with the largest exposure in the Southland!

- Golfers keep copies in cars, golf bags, office and home, often purchasing multiple copies
- Mailed each January with January/February issue of *FORE Magazine* and SCGA Membership Card
- Receive year-round exposure for less than \$300 a month!

AD RATES

FULL-PAGE TAB | \$5,950 (NEW!)

Six cardstock divider tabs separate the sections of the directory; this ad buy includes a full-page ad on the back of the tab (see example).

FULL-PAGE | \$4,250

Featured in forward positions through the Table of Contents.

GOLF COURSE PAGE | \$3,500

Full-page ad featured in the Golf Course Listings section (see example).

IFC/IBC | \$5,250

These ads run on the inside front cover or inside back cover.

BACK COVER | \$7,500

This ad runs on the back cover of the directory.

DIMENSIONS

Trim size: 5¼ x 8¼ inches
Build to: 5¾ x 8¾ inches (for ½-inch trim)

IMPORTANT DATES

Insertions due: Nov. 15
Materials due: Dec. 1
Mail date: Jan. 6, 2011

Note: All rates are net. This directory is polybagged with the January/February 2011 issue of *FORE Magazine*.

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MECHANICAL REQUIREMENTS

FORE MAGAZINE AD PAGE SIZES

Trim size: 8¼ inches x 10½ inches. Saddlestitched.

2-page spread bleed: 16¾ x 11

Full-page bleed page: 8¾ x 11

Full-page (nonbleed): 7¼ x 9½

2/3-page: 4¾ x 9½

1/2-page (horizontal): 7⅞ x 4¾

1/3-page (vertical): 2¼ x 9½

1/3-page (square): 4¾ x 4¾

NOTE: Build full-page ads to 8¼ x 10½ inches, even if they are nonbleed. Allow 5/16-inch for safety margin.

SCGA DIRECTORY AD PAGE SIZES

Trim size: 5¼ inches x 8¼ inches. Perfect bound.

2-page spread bleed: 11½ x 8½

Bleed page: 5½ x 8½

Full page (nonbleed): 4½ x 7¾

Note: Build full-page ads to 5¼ x 8¼ inches, even if they are nonbleed. Allow 5/16-inch for safety margin.

Allow 3/16-inch for gutter grind-off.

BLEED SPECIFICATIONS

On bleed ads, please keep live copy at least 5/16-inch off of any trim edge. There is no additional charge for bleeds on full-page, 2-page spread or half-page spread ads. A 10% charge is added for bleed on less-than-full-page ads.

INSERTS AND POLYBAG WRAP

Consult the publisher for mechanical requirements.

SHIPPING AND EMAIL INSTRUCTIONS

FORE Magazine

Attn: Katie Denbo, Editor and Publisher

3740 Cahuenga Boulevard

Studio City, CA 91604

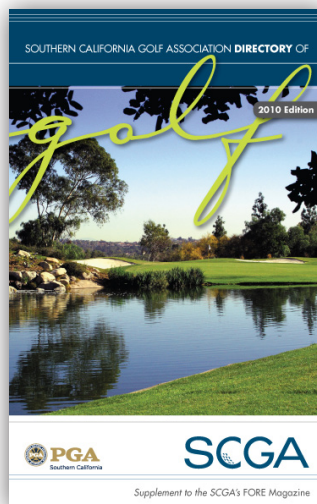
818/980-3630 • 818/980-1808 (FAX)

E-mail: kdenbo@scga.org

SUPPORTED AD MEDIA, SOFTWARE & GUIDELINES

Submit ads on CD or via email. *FORE Magazine* prefers to receive ads generated in Adobe PDF. **DO NOT** submit ads in PageMaker, MS Word or PC formats.

Fonts: Include all screen and printer fonts. Convert all fonts to outline, where available. Do not apply attributes to fonts.



Images: All linked images must be included. All images must be supplied as CMYK or grayscale, NOT RGB. Photos should be TIFF or Photoshop EPS at 300 dpi for best results.

Graphics: For best results, logos and graphics should be created in Adobe Illustrator or saved as EPS files.

Color: All colors must be defined as/converted to CMYK process. Follow SWOP specifications when possible. Do not attach color profiles.

Layers: All files should be flattened before saving.

FILE FORMATS

PDF and PDFX1A are acceptable. Use the following Adobe Distiller settings for best results:

General: Acrobat 4.0 compatibility. ASCII format. 2400 dpi resolution. Left binding.

Compression: For color or grayscale bitmap images, bicubic downsampling at 400 dpi. For monochrome bitmap images, bicubic downsampling at 2400 dpi.

Fonts: Embed, and subset all embedded fonts below 99%.

Color: When converting, leave color unchanged. Use Adobe CMYK profiles. Preserve Overprint Settings.

Advanced: Do not check any boxes in this section.

TROUBLESHOOTING

Please consult the publisher for formatting questions.

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DIGITAL ADVERTISING OPPORTUNITIES

The SCGA's new, dynamic Web site, SCGA.org, is the ultimate destination for golf travel, events, news, videos and resources in the Southland. Its growing digital outreach inventory goes directly to Southern California's most passionate golfers and aficionados. Contact your SCGA Advertising Manager today to see how to get your message out.

AD TYPE	SIZE	REACH	COST/DURATION
Web Site Banner	300x250 px	57,000 unique visitors/mo 433,000 views/mo	\$1,500/30 days

The SCGA's premium digital opportunity. This option is best for the client who wants to reach the largest audience of both members and nonmembers. Includes an equal rotation among 10 premium advertisers, on every page of the site.

SCGA eRevision	300x250 px	70,000	\$1,000/issue
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Personalized bimonthly email sent the first and 15th of every month, which includes the golfer's updated Handicap Index and current score file.

SCGA eNews	300x250 px	97,000	\$1,000/issue
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Bimonthly e-newsletter sent out to SCGA members and subscribers every other Friday (opposite eRevision). Features news, updates and blurbs that drive to the SCGA Web site.

eNews Feature	50 words + photo	97,000	\$1,500/issue
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A highlighted text-and-photo spotlight that links to your Web site. A popular option for travel destinations.

eBlast	600x800 px	97,000	\$6,000/blast
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A dedicated blast on your company sent to SCGA members and opt-in golfers interested in golf travel, equipment and lifestyle. You provide the HTML or image file, and we'll send it out. No more than one eBlast per week is sent.

Sponsored Listings	Three lines	-----	\$500/30 days
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In the comprehensive SCGA Online Course Directory, your property is listed at the top of specified results pages, linking to your own Web site. Good option for clients looking to promote a stay-and-play package or promotion.

NOTE: Additional opportunities, packages and frequency discounts are available; ask your SCGA advertising manager for more information. Prices are valid through December 31, 2010.

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(tblack@scga.org)

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(geckardt@scga.org)

Rich Katz
(rkatz@scga.org)

ENEWS AND REVISION SAMPLE

Joe Smith
Your SCGA member number is: 9999999
Your Handicap Index is: 12.0
Your low handicap Index is: 11.5

Did You Know...
If you have an R after your Handicap Index (i.e., 13.7R) it means your Handicap Index has automatically been reduced due to exceptional tournament scores under Section 10-3 of the USGA Handicap System.
If you have an M after your Handicap Index (i.e., 13.7M) it means the handicap committee has modified your Handicap Index under Section 8-4c of the USGA Handicap System.

U	Y	Date	Score	Cl/Stroke	Diff.	Course Name
M	11	4/29/10	100	72.0/120	36.0	Test Golf Club
T	4	2/24/10	99	72.0/120	36.0	Test Golf Club
F	10	4/19/10	98	72.0/120	36.0	Test Golf Club
T	4	1/14/10	97	72.0/120	36.0	Test Golf Club
F	10	4/19/10	96	72.0/120	36.0	Test Golf Club
T	4	4/1/10	95	72.0/120	36.0	Test Golf Club
M	11	3/20/10	94	72.0/120	36.0	Test Golf Club

WEB SITE SAMPLE

Is Your Ball Unfit for Play?
Ever wonder when it is legal for you to replace a scratched, dirty or damaged golf ball? Every week, the SCGA Rules Crew explains common Rules of Golf questions.
This week, our experts explain Rule 5-3.

My SCGA
Post a Score
Check Your Index

Find a Course
Enter City or Zip Code

News Poll
What content would you like to see more of in FIVE Magazine & on scga.org?
 Accident
 Golf Tips
 Travel
 SCGA Member Stories

Highlights
SCGA Member Benefits
2010 SCGA Tournament Calendar and Results
SCGA Tournament and Event Registration
Member Outings
SCGA Rules of Golf Workshops

Web Site Banner

SIZE	REACH	COST/DURATION
300x250 px	57,000 unique visitors/mo - 433,000 views/mo	\$1,500/30 days

The SCGA's premium digital opportunity. This option is best for the client who wants to reach the largest audience of both members and nonmembers. Includes an equal rotation among 10 premium advertisers, on every page of the site.

SAMPLE

The screenshot displays the SCGA website interface. At the top, there is a navigation menu with links for Home, Course Directory, Events, Initiatives, About Us, and Contact Us. A search bar is located in the top right corner. Below the navigation is a large banner image of a golf course with the SCGA logo and the text 'SOUTHERN CALIFORNIA GOLF ASSOCIATION' and 'Industry Hills Golf Club'. To the right of the banner is a 'Member Login' section with fields for Username and Password, a Sign In button, and links for 'Set up online profile. Click here >', 'Remember me', 'Forgot Password', and 'Become a Member >'. Below the banner is a horizontal menu with categories: MEMBERSHIP, HANDICAP, COURSES, RULES, TOURNAMENTS, NEWS, and FOUNDATION. The main content area features an article titled 'Slice Solutions' with a photo of a golfer and a 'FIX YOUR SLICE' button. To the right of the article is a 'My SCGA' section with buttons for 'Post a Score >' and 'Check Your Index >'. Below that is a 'Find a Course' section with an 'Advanced Find >' link and a search input field. At the bottom, there are three columns: 'Member Outings' with a 'Sign up Now' link and a photo of golfers; 'News Poll' titled 'What is your favorite drink on the golf course?' with a bar chart showing: Water (54%), Sports Drink (23%), Beer (19%), and Bloody Mary (4%); and 'Highlights' with links to '111th SCGA Amateur Championship Results', 'SCGA Match Play Points List', 'SCGA Senior Match Play Points List', 'SCGA Member Benefits', and '2010 SCGA Tournament Calendar, Registration, and Results'. On the far right, there is a Rolex advertisement featuring a watch and the text 'Become a'.

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Web Site Banner

SIZE	REACH	COST/DURATION
300x250 px	57,000 unique visitors/mo - 433,000 views/mo	\$1,500/30 days

The SCGA's premium digital opportunity. This option is best for the client who wants to reach the largest audience of both members and nonmembers. Includes an equal rotation among 10 premium advertisers, on every page of the site.

FREQUENCY RATES

1 month: \$1,500*/30 days

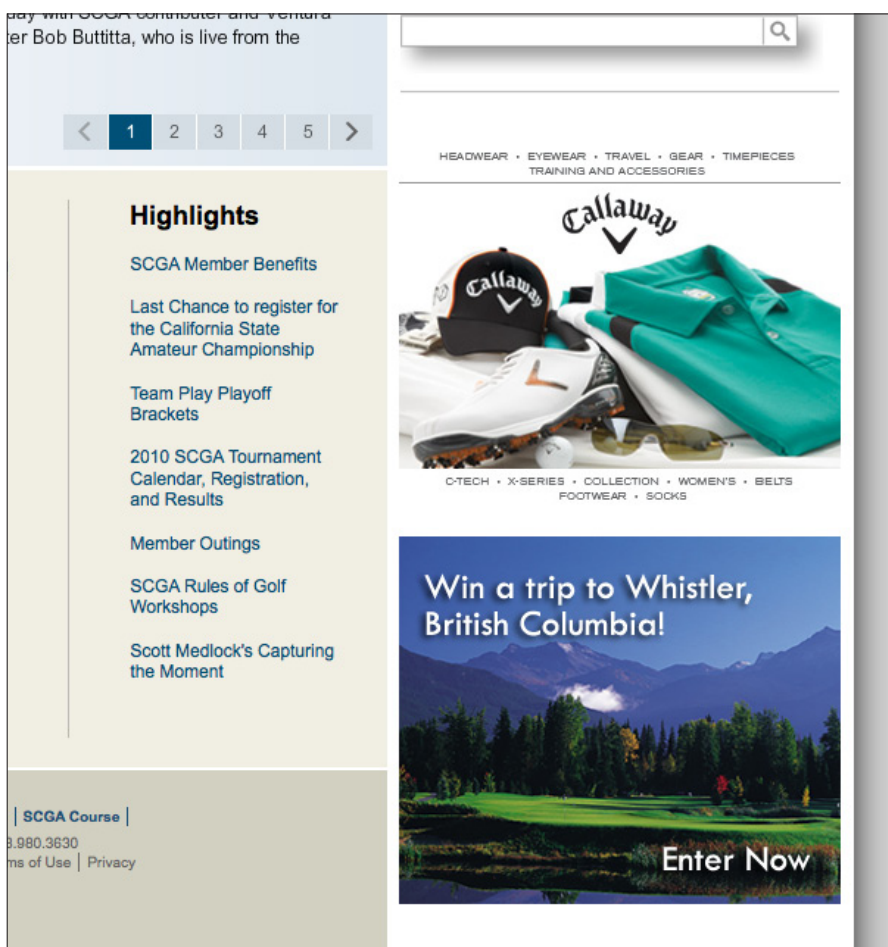
2 months: \$1,350/30 days

3 months: \$1,250/30 days

4 months: \$1,000/30 days

* Rates subject to change

SAMPLE



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SCGA eRevision

SIZE **REACH** **COST/DURATION**

300x250 px 70,000 \$1,000/issue

Personalized bimonthly email sent the first and 15th of every month, which includes the golfer's updated Handicap Index and current score file.

SAMPLE



Joe Smith
Your SCGA member number is: **9999999**
Your May 1 Handicap Index is: **12.0**
Your Low Handicap Index is: **11.5**

Did You Know...

If you have an R after your Handicap Index (i.e., 13.7R) it means your Handicap Index has automatically been reduced due to exceptional tournament scores under Section 10-3 of the USGA Handicap System.


If you have an M after your Handicap Index (i.e., 13.7M) it means the handicap committee has modified your Handicap Index under Section 8-4c of the USGA Handicap System.

Score History						
U	T	Date	Score	CR/Slope	Diff.	Course Name
*	AI	4/29/10	100	72.0/120	36.0	Test Golf Club
	I	4/24/10	99	72.0/120	36.0	Test Golf Club
*	AI	4/19/10	98	72.0/120	36.0	Test Golf Club
	I	4/14/10	97	72.0/120	36.0	Test Golf Club
*	AI	4/9/10	96	72.0/120	36.0	Test Golf Club
	I	4/4/10	95	72.0/120	36.0	Test Golf Club
*	AI	3/30/10	94	72.0/120	36.0	Test Golf Club
	I	3/25/10	93	72.0/120	36.0	Test Golf Club
*	AI	3/20/10	92	72.0/120	36.0	Test Golf Club
	I	3/15/10	91	72.0/120	36.0	Test Golf Club
*	AI	3/10/10	90	72.0/120	36.0	Test Golf Club
	I	3/5/10	89	72.0/120	36.0	Test Golf Club
*	AI	2/28/10	88	72.0/120	36.0	Test Golf Club
	I	2/23/10	87	72.0/120	36.0	Test Golf Club
*	AI	2/18/10	86	72.0/120	36.0	Test Golf Club
	I	2/13/10	85	72.0/120	36.0	Test Golf Club
*	AI	2/8/10	84	72.0/120	36.0	Test Golf Club
	I	2/3/10	83	72.0/120	36.0	Test Golf Club
*	AI	1/29/10	82	72.0/120	36.0	Test Golf Club
	I	1/24/10	81	72.0/120	36.0	Test Golf Club


T = Score Type (H - Home, A - Away, T - Tournament, P - Penalty, C - Combined, I - Internet)
U - Used for USGA Handicap Index® Computation

Two Lowest Eligible Tournament Scores					
T	Date	Score	CR/Slope	Diff.	Course Name
T	4/29/10	100	72.0/120	36.0	Test Golf Club
T	4/24/10	99	72.0/120	36.0	Test Golf Club

Click [HERE](#) to start posting scores online.
Click [HERE](#) to view your detailed scoring file or look up a golfer by name.




TaylorMade
FIVE LAYERS. ZERO COMPROMISES.
PENTA 7
[LEARN MORE >](#)



PLAY PALMER
•
PLAY FALDO
•
REPEAT OFTEN

HEADWEAR • EYEWEAR • TRAVEL • GEAR • TIMEPIECES
TRAINING AND ACCESSORIES



Callaway
TECH • X-SERIES • COLLECTION • WOMEN'S • BELTS
FOOTWEAR • SOCKS

Name: **Joe Smith** **GHIN**
®/TM since 1995

Club: **Test Club**

Club #: **99-999-99** GHIN #: **9999999**

Scores Posted: **25** USGA HCP Index: **12.0**

Effective Date: **04/29/2010** Prev HI: **11.8**

SCORE HISTORY - MOST RECENT FIRST *IF USED									
85*I	88 AI	81*AI	88*AI	84*I					
82*I	84*AI	85 AI	88*AI	89 AI					
92 AI	84*AI	89 AI	83*AI	90 AI					
87 AI	90 AI	85 I	86*H	92 H					

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SCGA eNews

SIZE	REACH	COST/DURATION
300x250 px	97,000	\$1,000/issue

Bimonthly e-newsletter sent out to SCGA members and subscribers every other Friday (opposite eRevision). Features news, updates and blurbs that drive to the SCGA Web site.

SAMPLE



March 18, 2010

Win a Trip to Whistler!



SCGA members can win the ultimate golf package for two to Whistler, rated Canada's number one golf destination by *Golf Digest*. The package features four beautiful courses and a three-night stay at the Fairmont Chateau Whistler.

Watch the breathtaking video [Super Natural, British Columbia](#) then enter to win!



KRAFT NABISCO CHAMPIONSHIP Major Tee Party
PURCHASE TICKETS NOW CLICK HERE



TaylorMade
FIVE LAYERS. ZERO COMPROMISES.
PENTA
LEARN MORE >

Get behind the scenes at The Masters on scga.org!



Bob Buttitta, golf writer for the Ventura County Star, will be giving SCGA members behind the scenes access to the 2010 Masters!

Follow along at [scga.org](#)!



DESERT RIDGE PHOENIX

Play Beautiful Pelican Hill Golf Club on June 1st!

To advertise, please contact any of the following SCGA Advertising Managers:



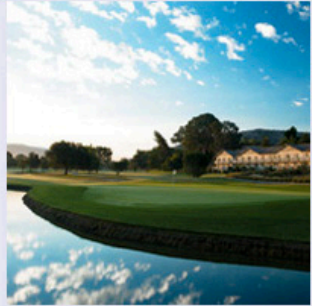
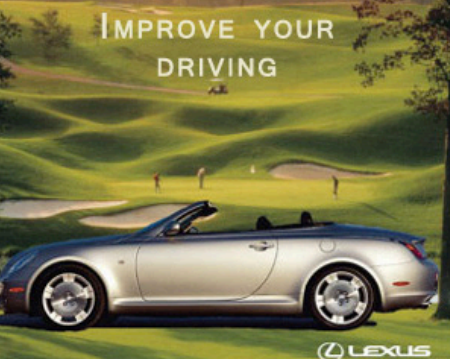


Tom Black (tblack@scga.org) | George Eckardt (geckardt@scga.org) | Rich Katz (rkatz@scga.org)

eNews Feature

SIZE	REACH	COST/DURATION
50 words + photo	97,000	\$1,500/issue

A highlighted text-and-photo spotlight that links to your Web site. A popular option for travel destinations.

SAMPLE

<p>SCGA @ The U.S. Open</p> 	<p>Bob Buttitta, SCGA contributor and <i>Ventura County Star</i> golf writer, takes SCGA members inside the ropes at the U.S. Open Championship at Pebble Beach Golf Links. Read Buttitta's insider perspective to this major championship! Click here.</p>	 <p>ROGER DUNN GOLF SHOPS THE GOLF MART <i>World's Largest Golf Supermarkets!</i></p> <p>SCGA Members only Father Day Special</p> <p>15% off Any one item*</p> <p>NO MINIMUM PURCHASE! Hurry! Offer ends June 20, 2010</p> <p><small>*Some vendor restrictions apply. See store for complete list and more details.</small></p> <p>SCGA</p>
<p>SCGA E-NEWS FEATURE</p>		
<p>SCGA Member Special - Wine Country Packages from \$89</p> 	<p>Special rates are available for SCGA Member groups for a limited time at Temecula Creek Inn. Call Tanya Goldman at 877-426-8205 for details on the 27-hole championship course and spacious guestrooms. Not traveling with a group? Unlimited Golf Packages start at \$209/night for 2. Click for details!</p>	 <p>IMPROVE YOUR DRIVING</p> <p>LEXUS</p>
<p>Celebrate Your Dad!</p> 	<p>In honor of Father's Day, read stories about how SCGA members' fathers supported their love of golf. Click Here.</p>	 <p>Become a Trump National VIP!</p>

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eBlast

SIZE	REACH	COST/DURATION
600x800 px	97,000	\$6,000/blast

A dedicated blast on your company sent to SCGA members and opt-in golfers interested in golf travel, equipment and lifestyle. You provide the HTML or image file, and we'll send it out. No more than one eBlast per week is sent.

SAMPLE

SCGA
YOUR PASSION. OUR PURPOSE.

A WARM HELLO TO SCGA MEMBERS

**IT'S AN EXCITING TIME TO VISIT
PEBBLE BEACH RESORTS**

In less than three months, the U.S. Open Championship® returns to Pebble Beach for the fifth time. Under the direction of Arnold Palmer, Pebble Beach Golf Links has been strengthened, fairways were pushed closer to the coastline and the Pacific Ocean is no longer just a beautiful backdrop, but will be a prominent feature on all coastal holes.

Everything is in place to host a phenomenal U.S. Open. We are ready!
The question is, are *you*?

**PLAY PEBBLE BEACH GOLF LINKS
BEFORE THE U.S. OPEN!**

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