

# OnTheGreen

The Golf Magazine of  
**Myrtle Beach**  
Celebrating Our 35th Year

2011 – 2012 Marketing Program  
[www.onthegreenmagazine.com](http://www.onthegreenmagazine.com)

# On The Green Magazine is the Voice of Myrtle Beach Golf

For 35 years, *On The Green Magazine* has been the first to report the “goings-on” of the Myrtle Beach golf scene. With over 4,000,000 rounds played along the Grand Strand each year, golf has become our off-season savior. Golfers don’t just fill up hotel rooms and golf courses; they have a huge impact on restaurant/bar/nightlife, rental car, airline, and retail business. *On The Green Magazine*, its websites and the **On The Green Video Showcase** (Time Warner hotel cable channel 18) reaches golfers in a very unique way.

*On The Green Magazine* is the only full size magazine in the local market, similar to national golf publications, such as *Golf Digest*. *On The Green Magazine* is the only magazine containing editorial that involves the reader, allowing your advertisement and listing to continuously work over and over again. *On The Green Magazine* is the only magazine that informs locals about what is new to the golf scene. *On The Green Magazine* has been a successful selling tool not only for golf courses, but for all of our advertisers as well.



## Who Are Our Customers?

*Customer profile (compiled by Myrtle Beach Golf Holiday)*

- Average Age: 51
- Annual Household Income: \$82,366
- Top 15% Annual Income: \$115,000
- Average Length of Stay: 5.6 nights
- Average Spent In-Market per visit: \$1,294.29
- Local Economic Impact: \$726,400,000

## Distribution

- Golf Courses
- Exclusive distribution at 3 Golf Dimensions stores
- Welcome Centers
- Kiosk at Myrtle Beach International Airport
- Strategically placed racks along the Grand Strand



Distribution inside the Myrtle Beach International Airport



## On The Green Website

The On The Green website is one of the most effective online resources of information for planning a Myrtle Beach golf vacation. In spring 2009 the On The Green website, [www.onthegreenmagazine.com](http://www.onthegreenmagazine.com), was completely overhauled resulting in a more user friendly and relevant site. The site not only contains up-to-date and pertinent information about golf courses and accommodations, but also features local restaurants, entertainment, attractions, golf jokes, photos, current Myrtle Beach golf news, and articles from On The Green magazine.

With a consistent top rating on most search engines, [www.onthegreenmagazine.com](http://www.onthegreenmagazine.com) proves to be a great resource of leads for our advertisers. **All advertisers** including golf courses, accommodations, restaurants, golf schools, and real estate have links to their own websites and a major presence on the site.

**[www.OnTheGreenMagazine.com](http://www.OnTheGreenMagazine.com)**



On The Green has you covered, with computers, smart phones, and iPads!

## On The Green's Mobile Website



- Golfers with Blackberries, iPhones, and other web-enabled smartphones can access On The Green's mobile site.
- The mobile site contains the same information on golf courses, accommodations, dining, nightlife, local golf news as the main web site, but in a form optimized for quick access and easy reading.
- The golfer can click over to advertisers' web sites from his phone.
- Hot Deals and web coupons are available on the mobile site.

**[www.OTGmag.com](http://www.OTGmag.com)**

Type in either address – the site will serve up the correct version!

# Expanded Online Listing for Dining, Nightlife, and Retail Advertisers

Each advertiser enjoys an enhanced listing including:

- Descriptive copy
- Video
- Multiple Links
- Photo Gallery
- Map Location
- Contact Information
- Web Coupons to Print or Show on a Cell Phone
- Advanced Notice of Vacationing Golfers Plans

## *How Important is the Golfer to Your Business?*

Compiled by SCDPR, state industry sectors benefiting most from golf are restaurant and drinking establishments, bringing in just over **\$409,000,000** Annually.

Link to your web site

Your video appears on your page and on our Video Page

Your coupon or special offer appears here and on our mobile site for cell phones

“Pop-up” photo gallery

Your location marked on our map

# On The Green Web Site Vacation Info Request Form

To get golf vacation information golfers can fill out one form. Their inquiry goes to all of our golf courses and accommodations, who can respond with their best vacation deals. If the golfer checks "Send me information about restaurants and attractions," his information also goes to YOU, in advance of his trip, allowing you to reach out and invite them to visit your restaurant, retail store, or attraction.

## Vacation Quote Request

### Step 1: Tell Us What You're Looking For.

Just complete the short form here with a description of your golf vacation. You can just say, "A golf trip to Myrtle Beach this spring," or better yet; tell us what courses you want, the specific dates you plan on traveling, how many people will be in your group and what type of accommodations you want. The more detail you provide will help us give you the best possible price.

### Step 2: We Build Your Golf Package.

We send your request out to all our partners that match the vacation you just described and they will build and price your perfect golf vacation. They will email you the best price they offer for what you described and even recommend a few improvements to make your trip that much better.

### Step 3: Choose What Works For You.

In just a day or two you will receive up to five options from our trusted partners. Once you find the golf trip you're looking for, you can work directly with the course or hotel to make any changes and book it.

[Your Myrtle Beach Golf Vacation Starts Here...](#)

Fields marked with \* are required

\* Name:

Phone:

\* Email:

\* Zip/Postal

Code:

Arrival Date

Departure Date

What type of Vacation Are You Planning?

- Golf Course Only  
 Hotel Only  
 Golf Package (Golf + Hotel in one price.)

Number in Group?

Number of Rounds?

Approximate Budget per person:

When traveling to Myrtle Beach, do you

- Fly  
 Drive

Please send me information about restaurants and attractions:

- Yes  
 No, Thanks.

What are you looking for in your vacation?

Please provide as much information as possible, so our partners can give you the best possible prices.

Signup for newsletter?

- Yes  
 No, Thanks.

[Continue to Confirmation](#)

## Typical Vacation Info Requests

*Someone has just requested golf information from onthegreenmagazine.com*

Name: Tim Sprague

Email: [timgtchs6@aol.com](mailto:timgtchs6@aol.com)

Phone: 864-353-0915

Zip: byogb

Request Type: Golf Package

Area:

Arrival Date: April 8, 2011

Departure Date: April 11, 2011

Number in Group: 9

Number of Rounds: 3

Approximate Budget: 306.00

Comments: Looking for hotel w/ 3 rounds of golf for 8-9 men. Would like as early AM tee off times on 4/9, 4/10, and 4/11.

*Someone has just requested golf information from onthegreenmagazine.com*

Name: Stan Faris

Email: [stantonfaris@yahoo.com](mailto:stantonfaris@yahoo.com)

Phone: 424-263-2204

Zip: 90710

Request Type: Golf Course Only

Area:

Arrival Date: March 20, 2011

Departure Date: March 27, 2011

Number in Group: 2

Number of Rounds: 4

Approximate Budget: \$50-\$75 per round of golf

Comments: Would like to play 4-5 rounds of golf at price range indicated.

*Someone has just requested golf information from onthegreenmagazine.com*

Name: Fred Fuller

Email: [ffuller1@nc.rr.com](mailto:ffuller1@nc.rr.com)

Phone:

Zip: 27614

Request Type: Golf Course Only

Area:

Arrival Date: 04/30/2011

Departure Date: 05/02/2011

Number in Group: 8

Number of Rounds: 3

Approximate Budget: Best rates available

Comments: 7-8 golfers looking for the best rates available for course in the North area, Sunset Beach and Little River areas; No lodging needed.

## On The Green's Golf Video Showcase



The On The Green Golf Video Showcase plays in over 25,000 hotel rooms and condominiums on Time Warner Cable's Channel 18. Our show plays 24 hours daily, 365 days a year. We can run your video or still image "billboard" along with your special offer that can change periodically.

We can use your existing video spot or create one for you at a very reasonable price.

This is the most inexpensive way to get on TV right in the hotel rooms in the Myrtle Beach area.

## On The Green's Golf Information Center

On The Green Magazine and Golf Dimensions have formed a partnership. On The Green has built a beautiful Golf Information Center inside the Golf Dimensions Store in North Myrtle Beach. This information center is the premier place for golfers to come to book tee times and for anything they need to know about Myrtle Beach golf as well as area restaurants and attractions. Our people working at the center are all highly knowledgeable golf people, all with experience in the golf industry. This is a first class operation. Golf Courses, restaurants, and night life advertisers may distribute brochures, scorecards, and coupons in our racks.



# On The Green Magazine Rates

## 4-COLOR RATES

Billed in 8 equal payments September - April

Full Page	\$9,000	\$1125/Month
2/3 Page	\$6,840	\$855/Month
1/2 Page	\$5,520	\$690/Month
1/3 Page	\$3,720	\$465/Month
1/6 Page	\$2,080	\$260/Month
1/12 Page	\$1,080	\$135/Month

**Closing for Space:** August 19, 2011  
**Materials Due:** August 26, 2011  
**Total Distribution:** 300,000

The rates above are for print ads. Additional Coverage is available



## On The Green Web Site

- Descriptive copy
- Video
- Multiple Links
- Photo Gallery
- Map Location
- Contact Information
- Web Coupons to Print or Show on a Cell Phone
- Advanced Notice of Vacationing Golfers Plans

**\$200 per month**

## On The Green's Mobile Site for Cell Phones & iPads

- Available to web-enabled smartphones and iPads.
- Information is in a form optimized for quick access and easy reading.
- The golfer can click over to advertisers' web sites.
- Hot Deals and web coupons are available on the mobile site.

**\$50 per month**

## On The Green's Hotel Room TV Channel

- Your TV spot plays in 25,000 hotel rooms and condos in the Myrtle Beach area
- Your spot runs 24 hours per day, 365 days per year
- You can change your spot periodically
- We can change your special promotions periodically

**\$200 per month**

## On The Green's Golf Information Center

- Our staff makes recommendations for retail, restaurants, and nightlife
- Distribute brochures, menus, and coupons
- We can print your online coupon, map, or web info to give to the golfers.
- Your special offer can appear as part of a slide show on our flat screen TV

**\$50 per month**

# On The Green Magazine

## Ad Specs

for the 2011 - 2012 Issue

**Closing for Space:** August 19, 2011

**Materials Due:** August 26, 2011

**Total Distribution:** 300,000

All rates quoted are for complete ads sent to us by email or FTP. We also accept ads on Macintosh-compatible CDs (CDs must include all art, logos, fonts and a color proof). Ads not provided will be created by our art department with the client being billed a one-time production charge. Full production is as follows:

Full page \$250; 2/3 page \$200; 1/2 page \$175; 1/3 page or less \$150. Custom artwork, logos, and photography as quoted upon request. Included in set rates are charges for design, scanning, and copywriting.

### Mechanical Requirements

FULL SIZE	WIDTH	DEPTH
Double Truck	15 1/4"	10"
Full Page	7 1/2"	10"
2/3 Page	4 5/8"	10"
1/2 Page (horiz.)	7 1/2"	4 7/8"
1/2 Page (vert.)	4 5/8"	7 1/2"
1/3 Page (vert.)	2 1/4"	10"
1/3 Page	4 5/8"	4 7/8"
1/6 Page (horiz.)	4 5/8"	2 3/8"
1/6 Page (vert.)	2 1/4"	4 7/8"
1/12 Page	2 1/4"	2 3/8"

TRIM SIZE: 8 1/4" wide x 10 7/8" deep

BLEED ADS: Add 1/8" to trim size on all bleed sides.

Printing is four-color web offset. Colors are four standard balanced processed colors. Reading and live matter should be 1/2" from gutter and trim edges. Preferred materials are completed ads in PDF, TIFF or EPS format. Files should be Macintosh compatible and sent by email, FTP, or on CDs. We also accept Photoshop, Illustrator, Freehand. QuarkXPress documents must be converted to PDF. (These files must include fonts, artwork, and logos). Ads will be produced for clients, providing all artwork and logos are supplied on disk. Any work necessary to complete artwork or logos will be billed to the client on an hourly basis. FTP information is provided on request.

Published by:

**Himmelsbach Communications, Inc.**

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1600 Hwy. 17S • North Myrtle Beach, SC 29582  
(843) 272-8150 • Fax (843) 272-2460

[www.himmcomm.com](http://www.himmcomm.com)

E-mail: [info@himmcomm.com](mailto:info@himmcomm.com)

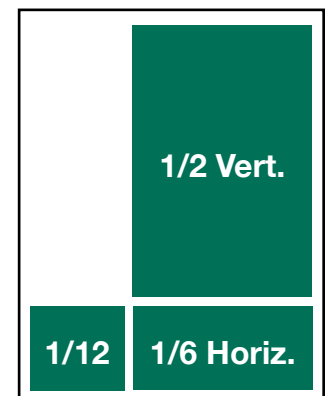
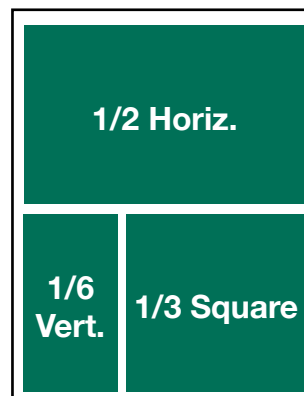
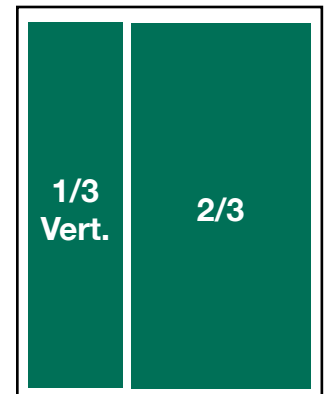
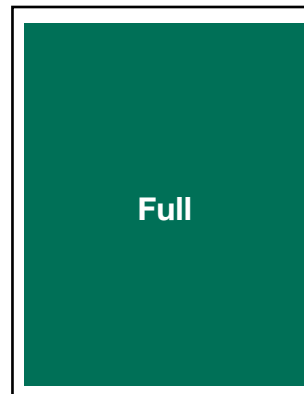
### PUBLISHERS CONDITIONS

**Errors:** Not found in proofing are the responsibility of the Advertiser or Agency.

**Copy Acceptance:** The Publisher reserves the right to adhere to its policies with respect to type of advertisers it will accept and to accept or reject any advertisement at its sole discretion. Advertisements that resemble editorial may be marked "Advertisements" by the Publisher.

**Cancellations:** No advertisement may be cancelled after published space closing dates. Cancellation notice must be received in writing.

**Agency Commission:** 15% to recognized advertising agencies if payment is received within forty-five (45) days of invoice date. Commission offered only for digital ready ads.



Advertising Representative:

**Stanton Media Group**

812 S. Poplar Drive, Suite 8 • Surfside Beach, SC 29575  
Phone: (843) 233-8088 • Fax: (843) 233-9676

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