



GreenMatter Media Kit

Audience and Benefits

GreenMatter, the Canadian Golf Superintendents Association's (CGSA) electronic newsletter is issued monthly to over 900 CGSA members. CGSA is the only national organization dedicated to promoting and supporting golf course superintendents and turfgrass specialists in Canada. It provides strong support and representation with respect to matters that affect the profession and the industry. Members purchase products and services as well as recommending products to their owners and/or board members.

Advertising in GreenMatter will allow your company to reach industry professionals directly. Advertising rates are much lower than traditional media and provides "a more personal level of contact".

Our reports indicate that over 45% of our members read GreenMatter within the first 48 hours and the open rate is over 50% in the first 48 hours.

A maximum of 2 ads will be placed in each issue on a first come basis.

Advertising Pricing:

This pricing is for one issue of GreenMatter, distributed electronically to over 900 members.

Below Masthead – this prominent location, below the association's masthead, will give your company profile up front

Format: Please submit your ad in jpeg format

Size/ Dimensions: (15 cm x 2 cm) or (6 x 1 inches)

Cost: \$500

Bottom Banner: Your company can provide text, colours, graphics in a visible location in GreenMatter

Format: Please submit your ad in jpeg format

Size/ Dimensions: (15 cm x 2 cm) or (6 x 1 inches)

Cost: \$350

Contact:

Canadian Golf Superintendents Association

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To view past issues of GreenMatter visit: <https://golfsupers.com/en/communication/greenmatter>

GreenMatter Sample:

GreenMatter News

January 11, 2019

Regional Reports

Manitoba Report



Happy New year!

It's been quiet the past couple of months in the Province with the majority of course shops being closed during the winter months. For those who do work in their buildings year-round, many are busy cleaning parking lots and getting things ready for the spring including doing some paper work for IPM and Pesticide Usages for the upcoming season as well as the provincial Nutrient Management Regulation applications.

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