

# eMail List Golfdom

Email Addresses Available 6,728 \$425 per 1,000

## Who They Are

The *Golfdom* subscriber list includes Golf course superintendents and assistants, owners, managers, golf course architects and builders who maintain, design and manage golf courses

## What They Buy

These key influencers are the lead purchasers of all products used for the maintenance, construction, operation and design of courses. They work both in the public and private sector in the \$8.5 billion course maintenance marketplace.

## Why They Subscribe

With each issue, *Golfdom* delivers an informative and entertaining mix of ideas, opinions and solutions designed for top-end superintendents, owners, general managers and others.




Mail List  
AVAILABLE

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

## Minimum Order

3000 Names

## List Source

Controlled Circulation,   
Verified Audit Pending

## Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

## Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

## How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

## Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

## Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



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For advertising opportunities visit [www.golfdom.com](http://www.golfdom.com)

**QUESTEX**  
MEDIA

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

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## Breakdown by Job Title

Golf Course Superintendent	3,514
Assistant Superintendent	792
Owner/CEO	1,081
General Manager	2,306
Director of Golf	254
Club President	55
Architect/Engineer	30
Research Professional	21
Green Chairman	19
Builders/Developers	18
Distributor/Manufacturer Representative/Consultant	68

## Breakdown by Type of Business/Course

Daily Fee	3,341
Semi-Private	1,267
Private	2,642
Resort	340
City/State/Municipal	405
Golf Course Architect/Developer/Builder	64
University/College	24
Distributor/Manufacturer Representative/Consultant	86

## Breakdown by Annual Maintenance Budget

More Than \$2 Million	224
\$1,000,001 - \$2 Million	799
\$750,001 - \$1 Million	698
\$500,001 - \$750,000	879
\$300,001 - \$500,000	953
\$150,001 - \$300,000	803
Less Than \$150,000	688

## Breakdown by Number of Holes

9	1,103
18	5,427
27	507
36+	521

### Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • [ilene@krolldirect.com](mailto:ilene@krolldirect.com) • [www.questex.com](http://www.questex.com)  
For advertising opportunities visit [www.golfdom.com](http://www.golfdom.com)