

LINKS MAGAZINE

PREMIER PROPERTIES

LINKS DIGITAL

CUSTOM PUBLISHING

PREMIER VIDEO

LINKSMAGAZINE.COM

eBLASTS

eNEWSLETTER

TRAVEL INSIDER

REAL ESTATE INSIDER

MEDIA KIT

2017

LINKS

WHAT'S NEW IN 2017

LINKSdigital —NOVEMBER 2016 LAUNCH

We're changing the name of HOTLINKS to LINKSdigital, which communicates the product much more effectively to new readers. We've also updated our digital publishing platform so that readers get the full mobile experience without downloading an app.

- New responsive design fully optimized for mobile, tablet, or desktop devices
- Significantly improved user experience
- Excellent video capabilities without interrupting user experience
- Seamlessly integrated slideshows to enhance editorial articles and ads

UPDATED LINKSMAGAZINE.COM —JANUARY 2017

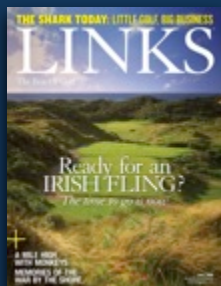
We've updated our core web experience to bring you "The Best Of Golf," now fully optimized for your tablet and mobile device. Expect to see a new way to experience LINKSMagazine.com in January 2017.

NEW RESPONSIVE DESIGN FOR LINKS EMAILS

Since the majority of our LINKS email subscribers view our emails via their mobile devices, we're updating all of our LINKS eNewsletters to a new mobile-friendly responsive design. Say goodbye to "pinch-and-zoom" forever.

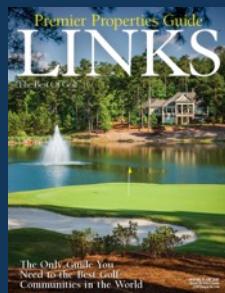
2017 PRODUCT OFFERINGS

LINKS MAGAZINE



200,000

PREMIER PROPERTIES



60,000

LINKSdigital



570,000

CUSTOM PUBLISHING



TBD

PREMIER VIDEO



570,000

WEBSITE



50,000
monthly uniques

CUSTOM E-BLASTS



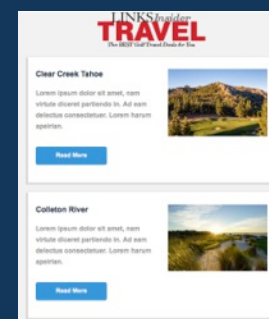
45,000

LINKS INSIDER E-NEWSLETTER



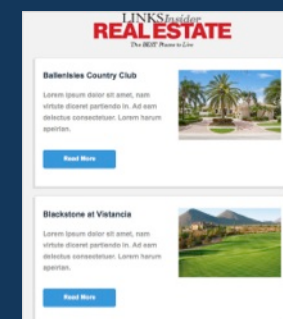
60,000

TRAVEL INSIDER



45,000

REAL ESTATE INSIDER



45,000

CORE PRODUCTS



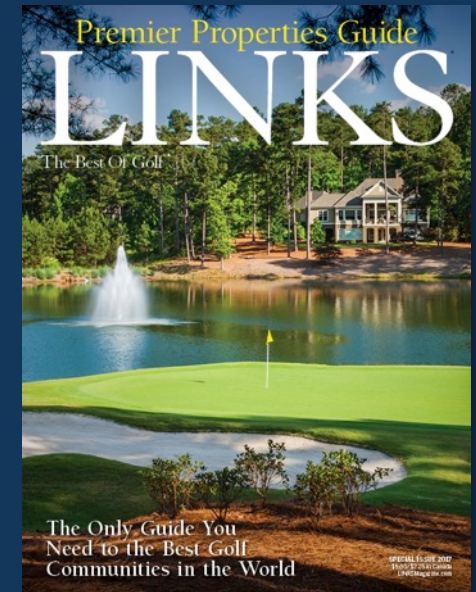
LINKS MAGAZINE

- The well-known publication standard in the golf industry from LINKS Golf Media
- All the great articles and photography you've come to expect in both print & digital formats
- Four Print Issues



LINKSdigital

- E-magazine from LINKS Golf Media
- Available on your desktop, tablet, or mobile phone
- The latest and greatest content you've come to expect from LINKS, in an all-digital format
- Eight Digital Issues



PREMIER PROPERTIES GUIDE

- The industry's authority on premier golf properties
- Comprehensive listings of communities coast to coast
- Community-specific articles on new trends, etc.
- Special Issue/Annual Real Estate Guide



DEMOGRAPHICS

LINKS DEMOGRAPHICS

Reader Demographics

Average Household Income	\$253,000
Median Household Income	\$150,000
Average Total Asset Value	\$2,500,000
<i>(excluding principal residence)</i>	
Median Total Asset Value	\$2,000,000
<i>(excluding principal residence)</i>	
Male/Female	94% / 6%
Average Age	55
College Educated	85%
Professional/Managerial	62%

Reader Involvement

Spent one or more hours reading LINKS	64%
Shared their issues with one or more friends	63%
Average time-kept of each issue	96 days
Average readers per copy	3



LINKS DEMOGRAPHICS

Passionate Players

Average no. days playing golf per year.....	70
Private club member	73%
Spent \$500+ on golf equipment	61%
Belongs to two or more private golf clubs	19%
Average handicap index	13
USGA handicap breakdown	
• 0–9.9	27%
• 10–13.9	25%
• 14–19.9	31%
• 20+	17%



LINKS DEMOGRAPHICS

Travel Preferences

Of those planning to take a golf trip in the next three years, their Top U.S. destinations:

- Florida **54%**
- South Carolina **52%**
- North Carolina **38%**
- California **35%**
- Arizona **30%**
- Georgia **20%**
- Alabama **18%**
- Oregon **17%**
- Michigan **14%**
- Hawaii **13%**
- Virginia **13%**
- Wisconsin **12%**

Affluent Travelers

Average annual spending on all travel **\$10,043**

Average annual spending on golf travel **\$4,190**

Took four or more golf trips in last three years..... **65%**

Number of golf trips planned in the next three years:

- 4–9 **64%**
- 10+ **17%**

Favorite Golf Destinations:

- Carolinas **29%**
- UK **15%**
- Florida **13%**
- California **9%**
- Arizona **7%**

LINKS DEMOGRAPHICS

Real Estate Prospects

- Percent planning to buy a second home **17%**
- Plan to purchase in next 1–2 years **36%**
 - Plan to purchase in next 3–5 years **37%**
 - Plan to purchase in next 5+ years **27%**





EDITORIAL

2017 Media Kit

LINKS

EDITORIAL CALENDAR

TIMING	PRODUCT	THEME	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
January	LINKS digital	Courses We Love	12/19/16		12/21/16	1/3/17
<i>Introducing a new series, "Courses We Love," in which the editors (and perhaps others) talk personally about a course that means something special to them</i>						
February Winter Issue	LINKS Magazine	Worth the (Gulp) Trip	1/4/17	1/3/17	1/6/17	2/6/17
COVER: Cabot Cliffs to Tara Iti, Sand Hills to Chambers Bay, we've assembled 10 of the most fantastic but far-flung playgrounds PLAY BALL: Golf & Spring Training—ideal double-headers for each of the 30 MLB teams A STERLING IDEA: Becoming a member of a British golf club is relatively easy—and in the wake of Brexit it's a good deal FRUGAL GOLFER: Lake Charles, La. TURNKEY VACATION: San Diego TOP 10: Texas						
March	LINKS digital	Equipment	2/22/17		2/24/17	3/6/17
<i>It's that time of year again, our ridiculously comprehensive round-up of equipment from the recent PGA Show</i>						
April Spring Issue	LINKS Magazine	Rounds of Therapy	2/23/17	2/22/17	2/27/17	4/3/17
COVER: Boost your confidence by playing a course that fits the strengths and minimizes the weaknesses of your game. A where-to guide for every type of player THE MYSTERY OF THE SQUIRE'S 4-WOOD HOW TO GET ON AUGUSTA: Here are our best tips on getting yourself to the 1st tee of the world's most exclusive courses. EQUIPMENT: Our post-PGA Show round up of the best of what's new for the coming season FRUGAL GOLFER: Washington D.C. TURNKEY VACATION: Prince Edward Island TOP 10: California						

EDITORIAL CALENDAR

TIMING	PRODUCT	THEME	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
May	LINKSdigital	Summer Preview	4/19/17		4/20/17	5/1/17
<p><i>To help readers get ready for summer, here's all they need to know about:</i></p> <ul style="list-style-type: none"> • <i>The Season's big events (majors and others)</i> • <i>Health Tips for Summer Golf: sun care, hydration, etc.</i> 						
June Summer issue	LINKS Magazine	Erin's Debut	5/3/17	5/1/17	5/5/17	6/5/17
<p>COVER: <i>All but unknown Erin Hills, despite its youth and a checkered past, is about to host the U.S. Open</i> WHY THAT COURSE? <i>Behind the business & politics employed by the USGA, R&A, & PGA in selecting sites for their flagship events</i> 2 FAUX OPENS: <i>We look at a pair of events in 1917 and 1942 that had everything but the designation National Championship</i> HOSTS WITH THE LEAST: <i>Why would any club want to hold a USGA event other than the Open?</i> FRUGAL GOLFER: <i>Vancouver Island</i> TURNKEY VACATION: <i>Saratoga Springs, N.Y.</i> TOP 10: <i>England</i></p>						
July	LINKSdigital	Open Championship	6/21/17		6/23/17	7/3/17
<p><i>In honor of the Open being played at Royal Birkdale, we'll do an All-England issue, looking at the top courses there</i></p>						
August	LINKSdigital	PGA Championship	7/25/17		7/27/17	8/7/17
<p><i>Although the year's final major is being played at a private club, it's actually quite easy—and very exciting—for real golfers to have their own "major experience" at a number of great courses that have hosted majors</i></p>						

EDITORIAL CALENDAR

TIMING	PRODUCT	THEME	AD CLOSE	ADVERTORIAL CLOSE	MATERIALS DUE	IN HOME
September	LINKSdigital	City Golf	8/17/17		8/18/17	9/5/17
<i>With the Presidents Cup at Liberty National in New York Harbor, a look at great golf in/near America's big cities</i>						
October Fall Issue	LINKS Magazine	Help!	8/23/17	8/22/17	8/25/17	10/2/17
COVER: Can anyone rescue these courses? A look at the venerable courses now imperiled by Mother Nature SCOTLAND'S ROUTE 66: The North Coast 500 is a golfer's ultimate highland fling DIVINE 9S: The world's top nine-hole courses BEST PRACTICES: With facilities like these, working on your game becomes more fun than playing FRUGAL GOLFER: San Francisco TURNKEY VACATION: Bermuda TOP 10: France						
November	LINKSdigital	Golf Road Trips	10/24/17		10/26/17	11/6/17
<i>A half-dozen or so itineraries for you and your car, and maybe a friend, to play some great golf and see some of the magnificent American countryside</i>						
December Special Issue	Premier Properties	Annual Real Estate Guide	11/15/17		11/22/17	1/2/18
<i>LINKS Golf Media's unrivaled coverage of real estate communities around the country and beyond continues with the most comprehensive listings of outstanding properties as well as a number of articles on select topics to help potential buyers make educated choices and get the most bang for their buck</i>						
December	LINKSdigital	New Golf Meccas	11/17/17		11/21/17	12/4/17
<i>The next hotspots for golf travel</i>						



PRINT

MAGAZINE CIRCULATION

LINKS Golf Media touts amongst its readership the most avid, affluent individuals in the golf industry; LINKS ensures that it creates and provides an ideal consumer for the most upscale brands and properties.



Western
Distribution
65,000

National
Distribution
200,000

Eastern
Distribution
135,000

PRINT RATE CARD

NATIONAL
CIRCULATION



200,000

EASTERN
CIRCULATION



135,000

WESTERN
CIRCULATION



65,000

4-COLOR AD OPTIONS

- Full-page
- 2/3 page
- 1/2 page
- 1/3 page vertical
- 1/3 page square
- Cover 2
- Cover 3
- Cover 4



DIGITAL

LINKSdigital



From Gordon Dalglish, President of PerryGolf:

“LINKSdigital has proven to be a suitably consistent reliable medium for accessing affluent, qualified golfers in an ever more complicated marketing environment. We are delighted with the exposure LINKSdigital has provided to PerryGolf while we similarly believe the quality of content is extremely attractive for our database of passionate golfers.”

From Joe Beditz,

President & CEO National Golf Foundation:

“The NGF has studied golfer engagement with different media platforms for several decades, so we were fortunate to recognize the early trend to more personalized content. The developing digital world provides exciting opportunities to put the right messages in front of the right people. NGF founded the American Golf Census (americangolfcensus.com) nearly five years ago to grow the number of golf’s best customers who could be reached by brands looking to help golfers enjoy the game more, and bring them the experiences, products and services that could enhance their lives. I’m pleased that our premium consumer database will be helpful in expanding the reach of LINKSdigital.”

LINKSdigital DISTRIBUTION

LINKSdigital reaches an audience of more than 570,000, including key golf course decision makers from the definitive NGF U.S. Facility Database, the resource used by the most powerful brands in the game

LINKS



AFFLUENT GOLFER

Audience Demographics
102,000+ Contacts

- Each issue sent to database **4x**
- Avg. HHI: **\$253k**
- Avg. age: **55**
- Avg. days of golf/past year: **70**
- Plan to buy second home: **17%**
- Avg. annual travel exp.: **\$10,043**

AFFLUENT TRAVELER

Audience Demographics
50,000 Contacts

- Avg. HHI: **\$181k**
- 90% age **40–65**
- Avg. Handicap Index: **16**
- Golf trips per year: **5**
- Avg. annual travel exp.: **\$17,000**

AMERICAN GOLFERS

Audience Demographics
400,000 Proprietary Contacts

- Avg. HHI: **\$95k**
- 75% play **25+ rounds per year**
- Median Age: **44**

GOLF PROFESSIONALS

Audience Demographics
10,000 U.S. Director of Golf and Head Golf Professional Contacts

CLUB & COURSE MANAGERS

Audience Demographics
8,000 U.S. General Manager Contacts

METRICS	NOVEMBER/ DECEMBER 2016	% INCREASE (FROM PREVIOUS 2016 ISSUES)
Avg. Unique Visitors	21,084	68%
Avg. Page Views/Issue	240,468	7%
Avg. Visits	28,616	76%

*Source: Gtxcel/Bluetoad

LINKSdigital PRODUCTS



FULL-SCREEN DIGITAL AD

- Craft your message specific to our LINKS online audience
- Full-screen with capability to embed videos, photo slideshows, multiple URL click-throughs
- 100% share-of-voice on page
- Reach: 570k+ avid golfers (including 18k+ golf pros/ general managers)

LINKSdigital PRODUCTS

SPOTLIGHT PARTNERS

<p>PLAY BANDON DUNES GOLF RESORT</p>  <p>BOOK YOUR SPRING BREAK TRIP TO EXPERIENCE GOLF DIGEST'S #1 Resort in North America. With five renowned courses, world-class practice facilities and a variety of lodging and dining choices, Bandon Dunes is truly Golf As It Was Meant To Be. For reservations call 800-742-0172 or visit BandonDunesGolf.com</p>  <p>CLICK HERE FOR MORE INFORMATION</p>	<p>LAKE GENEVA</p>  <p>VISIT LAKE GENEVA Lake Geneva's beautiful championship courses are a living legacy from the likes of Arnold Palmer, Jack Nicklaus, Gary Player and Dick Nugent. From the most challenging to the most fun, you'll find the perfect course for your next golf getaway.</p>  <p>CLICK HERE FOR MORE INFORMATION</p>
<p>TROON GOLF</p>  <p>WHEN YOU WANT TO PLAY THE VERY BEST Troon Golf® courses in Arizona are as diverse as the Southwest itself, each woven into the rugged desert terrain infused with the impeccable quality that is the Troon Golf hallmark. Representing the best the game has to offer, the collection includes Ak-Chin Southern Dunes (pictured), Ocotillo Golf Resort, Troon North and many more. Experience Troon Golf in Arizona for yourself.</p>  <p>CLICK HERE FOR MORE INFORMATION</p>	<p>WE-KO-PA</p>  <p>ARIZONA'S WE-KO-PA GOLF CLUB Play 10/21/16 – 12/24/16 for a special rate of \$145 (+tax) on either the Scott Miller-designed Cholla course or the Cooro/Crenshaw-designed Saguaro course located minutes for Scottsdale, AZ amid the spectacular Sonoran Desert of the Fort McDowell Yavapai Nation. Use promo code LINKS.</p>  <p>CLICK HERE FOR MORE INFORMATION</p>

LINKSdigital SPOTLIGHT PARTNERS

- ¼ page ad unit with image, logo, CTA, and short description
- Links to URL of client's choosing

THE NEW LINKSMAGAZINE.COM

THE NEW FACE OF LINKS ONLINE:

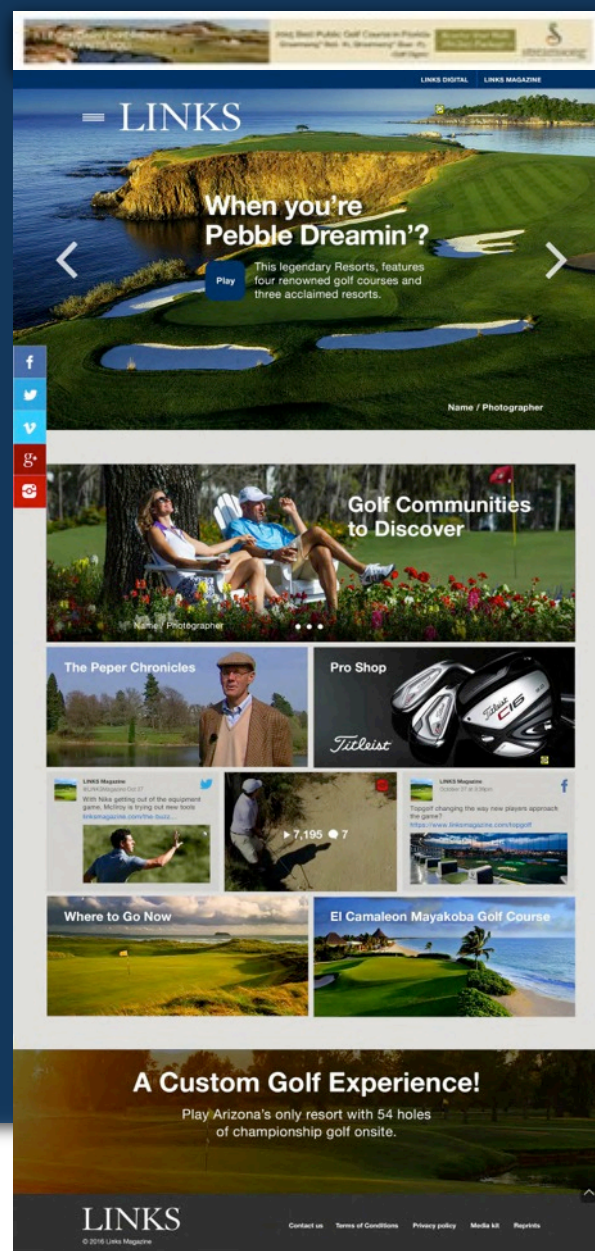
- Launching in early Q1 2017, the new LINKSmagazine.com brings all the great photography and edit you've come to expect from LINKS in a new responsive format

THE DETAILS:

- LINKSMagazine.com has more than 50,000 unique sessions per month
- Great exposure at affordable cost

AD OPPORTUNITIES

- Standard IAB banner sizes available (728x90, 300x250, 120x600 or 160x600)
- Gif, flash, and rich media opportunities exist
- As we get close to launch we will release more specifics on new online ad units available to our advertising partners. Please contact your sales rep for more details.



LINKS INSIDER

THE DETAILS:

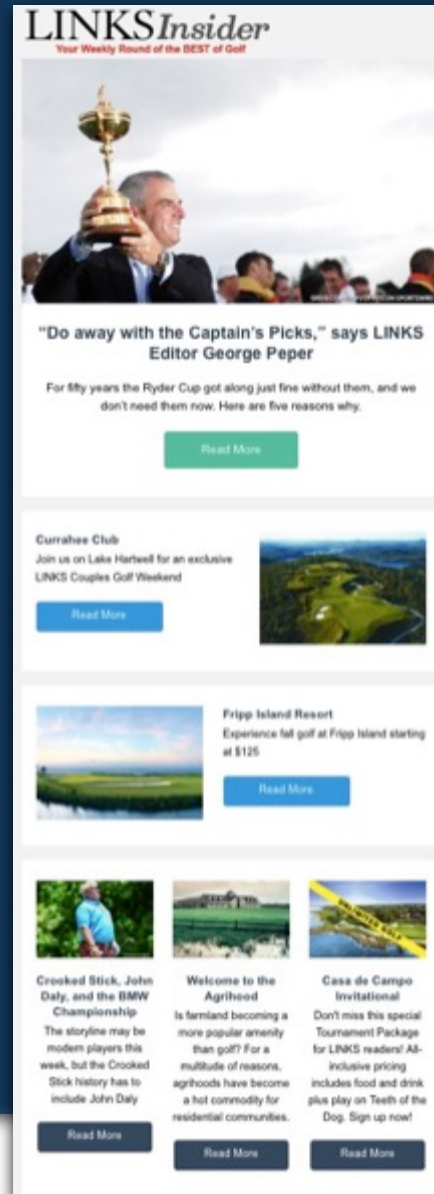
LINKS Insider reaches 60,000+ opt-ins each week

PREMIER PARTNER

- Runs directly beneath the LINKS Insider lead story
- Average ROI of 273 clicks

FEATURED PARTNER

- Runs at the bottom of the LINKS Insider
- Average ROI of 107 clicks



← PREMIER PARTNER

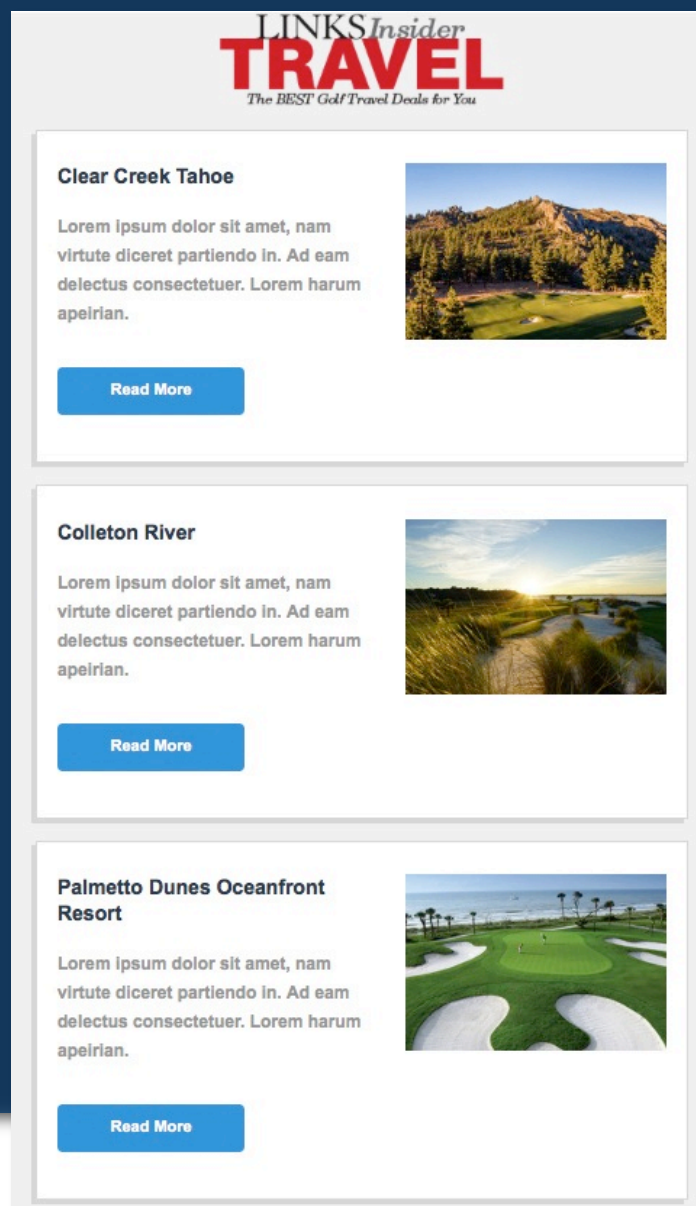
← FEATURED PARTNER

LINKS INSIDER: TRAVEL

THE DETAILS:

The travel edition of the LINKS Insider gives resort/destination advertisers a special opportunity to promote travel packages and deals with price call-outs and package details.

- LINKS Insider: Travel Edition reaches 45,000+ opt-ins
- Six participants
- Email communication specifically designed to highlight LINKS travel/resort partners with special deals, opportunities, etc.
- Distribution Schedule:
 - February
 - April
 - May
 - June
 - August
 - October

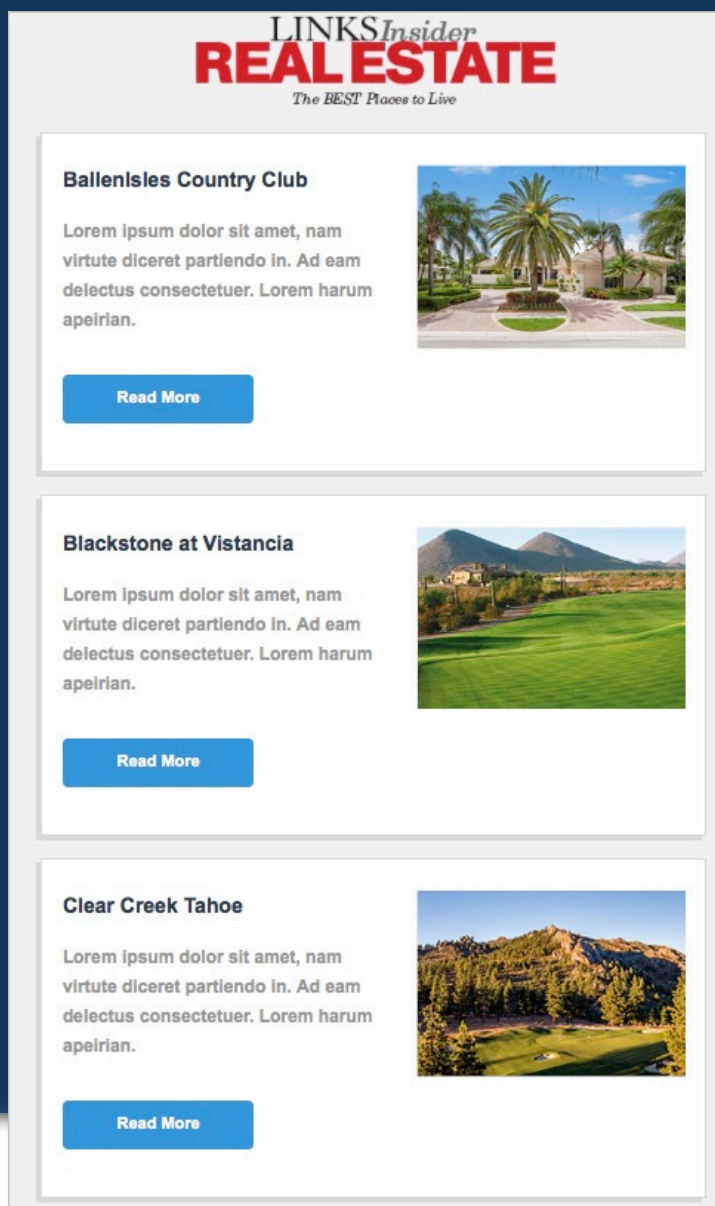


LINKS INSIDER: REAL ESTATE

THE DETAILS:

The real estate edition of the LINKS Insider gives advertisers a special opportunity to promote discovery packages and special opportunities.

- LINKS Insider: Real Estate Edition reaches 45,000+ opt-ins
- Four participants
- Email communication specifically designed to highlight LINKS real estate partners with special deals, opportunities, Stay & Play packages, etc.
- Distribution Schedule:
 - March
 - June
 - September
 - November



CUSTOM EMAIL

THE DETAILS:

- Customize your sponsor message to our national LINKS opt-in subscriber audience of more than 45,000 affluent golfers
- Other packages (Eastern, Western, Geo-targeting by state) also available upon request

AVERAGE METRICS

2016

Open Rate 17.8%

CTR 1.2%



REAL ESTATE EXAMPLE



TRAVEL/RESORT EXAMPLE



CUSTOM

CUSTOM PUBLISHING

IMPACTFUL AND TARGETED REAL ESTATE PROGRAMS

CUSTOM FEATURE

The award-winning writing and photography you've come to expect from LINKS are made available to you in order to capture the essence of your club. LINKS will bring your club's distinctive story to life through a high-quality print publication mailed to select subscribers. A variety of options are available to best represent and market your club to prospective targets.



CUSTOM PREMIER VIDEO

LINKS OFFERS CLUBS THE OPPORTUNITY TO CREATE CUSTOM,
ENGAGING VIDEO CONTENT THAT IS PROMOTED VIA DIGITAL CHANNELS

THE CONCEPT

A dynamic program from LINKS that brings your club to life through beautiful drone footage and eye-catching photos set to music with narration by Peter Kessler, former Golf Channel host.

CORE PACKAGE INCLUDES

- 3–4 minute length video incorporating drone footage and photography
- Narration from golf's award-winning Peter Kessler
- Featured on LINKSMagazine.com
- Featured in LINKSdigital sent to 570k
- Custom email featuring video content to the LINKS Golf Real Estate opt-in email database
- Promotion via LINKS eNewsletter and LINKS social media properties
- The property owns the rights to final cut

**Client has two opportunities to review final video and provide changes.
Estimated completion 45–60 days.*



UPGRADE PACKAGE INCLUDES

- Flyover videos of 18 individual holes
- Course hole videos will be provided to client for use on own web properties
- The property owns the rights to final cut
- Upgrade photography to full-motion video

PACKAGE REQUIREMENTS

- Script written by LINKS staff with client input and approval*
- LINKS selected photographers to shoot still photography and drone flyover video

PACKAGE PARTNERS

- [Fly By Films](#)
- [L.C. Lambrecht Photography](#)



PREMIER PROPERTIES GUIDE

2017 Media Kit

LINKS

PREMIER PROPERTIES GUIDE

LINKS PREMIER PROPERTIES GUIDE

The most complete listing anywhere of the top golf communities in the U.S. and the world, plus a collection of articles that will educate and entertain readers.

DEMOGRAPHICS & CIRCULATION

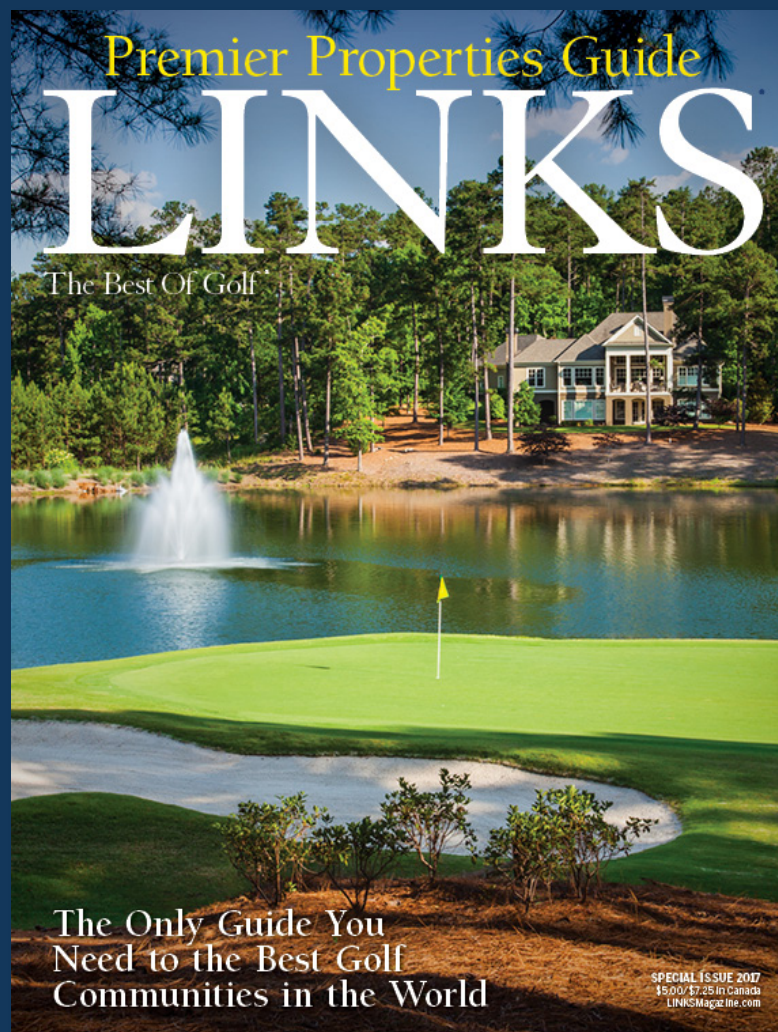
LINKS targets top demographics from our subscriber list using the following criteria to deliver the most affluent 60,000 subscribers:

- Income of \$250,000+
- Home values of \$400,000+
- Paid/highly responsive subscribers
- Top 1,500 high-income/home-value zip codes

PPG In Home: **Jan. 2, 2018**

PPG Space Close: **Nov. 15 2017**

PPG Materials Due: **Nov. 22, 2017**



PREMIER PROPERTIES GUIDE

CIRCULATION

Over 75% of circulation is targeted to the following key states:

- Arizona
- California
- Connecticut
- Florida
- Georgia
- Illinois
- Maryland
- Massachusetts
- Michigan
- New Jersey
- New York
- North Carolina
- Ohio
- Pennsylvania
- South Carolina
- Texas
- Virginia

Our circulation drills down even further to focus on these highly sought after metropolitan DMAs:

- Atlanta
- Baltimore
- Boston
- Charlotte
- Chicago
- Cincinnati
- Dallas
- Denver
- Detroit
- Houston
- Los Angeles
- NYC/CT/NJ corridor
- Philadelphia
- Phoenix
- San Francisco
- Seattle



PREMIER PROPERTIES GUIDE

EDITORIAL

- **Q&A with Golf Life Navigators:** What to look for in a golf community, how to find it.
- **Building for Boomers:** With millions of baby boomers reaching the age of buying second/golf homes, their preferences are affecting how homes are built, what communities are offering (health, other amenities, etc.). How this generation is changing the market, and how their wants are being met.
- **Second Homes as Investments:** Tax expert/CPA/lawyer on what to know from a purely financial aspect about owning a second home.
- **Golf Car Guide:** Everything from how to buy and what to look for, rules for driving them on the roads, insurance questions, etc.
- **If These Walls Could Talk:** What builders won't tell you (but you wish they would)



PREMIER PROPERTIES GUIDE

- ## DIGITAL COMPONENTS

- ## ADDITIONAL COMPONENTS

- ## STANDARD LISTINGS

- ## ADVERTISER LISTING

TOTAL REACH: **165,000+**
SINGLE-PAGE PACKAGE: **\$8,000**
SPREAD PACKAGE: **\$15,000**

LINKS SALES & MARKETING

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SPECS 2017

LINKS

PUBLICATION REQUIREMENT

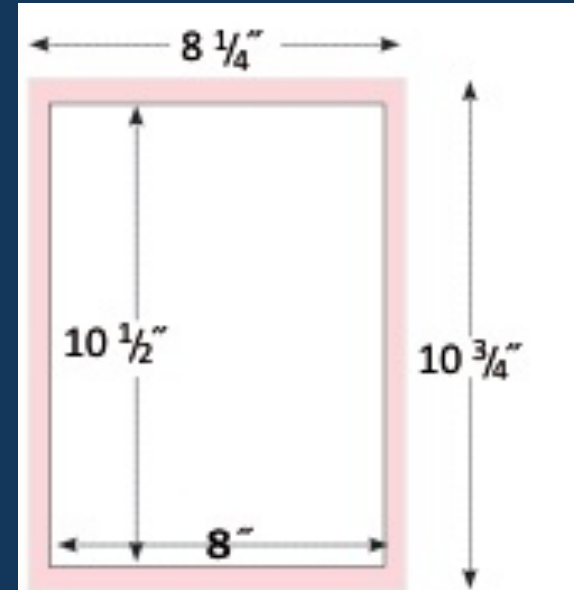
SPECS

- Page trim size: 8" x 10 1/2"
- Bleed page size: 8 1/4" x 10 3/4"
- 300 dpi

AD SIZES NON-BLEED

- Full-page: 7" x 9 5/8"
- 2/3 vertical: 4 5/8" x 9 5/8"
- 1/2 horiz.: 7" x 4 3/4"
- 1/2 horiz. spread*: 15" x 4 5/8"
- 1/2 vertical: 4 5/8" x 7 1/4"
- 1/3 vertical: 2 1/4" x 9 5/8"
- 1/3 square: 4 5/8" x 4 3/4"

AD SIZE	BLEED SIZE	TRIM SIZE
Full-page	8 1/4" x 10 3/4"	8" x 10 1/2"
2-page spread	16 1/4" x 10 3/4"	16" x 10 1/2"
2/3 vertical	5" x 10 3/4"	4 7/8" x 10 1/2"
1/2 horiz.	8 1/4" x 5 1/4"	8" x 5 1/8"
1/2 horiz. spread*	16 1/4" x 5 1/8"	16" x 5 1/8"
1/3 vertical	2 3/4" x 10 3/4"	2 5/8" x 10 1/2"



Bleed allowance: 1/8" beyond trim

Safety margins: 1/4" inside trim size

Printing: offset web

Binding method: perfect bound

Paper stock: Cover stock 100#, text stock 40

File requirements: PDF/X-1a:2001 & CMYK

FILE SUBMISSION

- Please email/filesare all ads to your respective sales rep or materials@linksmagazine.com

LINKSDIGITAL SPECS

FILE SUBMISSION

- Please email/fileshare all ads to your respective sales rep or materials@linksmagazine.com

AD SPECS

- Full-screen – 14” WIDE x9.2” TALL

FILE FORMAT

- PDF/x-1a2001 (no transparencies)
- RGB color
- All ad fonts must be embedded, including “base 14” fonts
- All text must be searchable, not outlines or rendered as an image. This will ensure that links contained within the text can be automatically and correctly recognized for the conversion process.
- Image resolution: 300 dpi
 - Quality may be minimally impacted if resolution is less than 300 dpi
 - Supplying files with resolution above 300 dpi will not improve the quality of your digital edition

LINKSDIGITAL SPECS

VIDEO SPECS

- All video files must contain only final content to be played

ACCEPTABLE VIDEO FORMATS

- .mp4/mpeg4
- .wmv
- .f4v (H264)
- .mov
- .avi
- .dv and dvcPro
- .flv
- .mpeg1 and .mpeg2

VIDEO PROCESSING

- Video files be be compressed in sixe to 15 MB or smaller to ensure all videos load and start quickly, as well as to maintain sufficient bandwidth for all readers

VIDEO LENGTH

- Maximum file size is 100MB and under 2 minutes in playing time to allow for proper compression while maintaining quality throughout the video. Play limits will ensure compression will not significantly degrade the quality of the video.
- To ensure full playback after video file compression, please provide 2 seconds of black at the end of the video.

VIDEO PLACEMENT WITHING AD

- Provide anchor locations for the video. Space for video should be several pixels smaller (both height and width) that the actual embed to ensure a correct look when multimedia displays.

NOTE

- All multimedia is set to scale when the reader clicks-to-zoom on a page

LINKSDIGITAL SPECS

SPOTLIGHT PARTNERS

- Photo: 645x645 (.jpeg, < 300kb)
- Hi-res logo (.eps)
- Listing name/Headline (25 characters)
- Body copy (50 words or less, 300 characters max)
- Click-through URL
- No embedded videos allowed, videos (if any) will need to be hosted on client website
- If you have any questions or problems please contact: materials@linksmagazine.com

LINKS SPOTLIGHT PARTNERS	
KAPALUA  <p>HAWAII'S MOST MEMORABLE GOLF EXPERIENCE Consistently ranked as one of the top golf resorts in Hawaii, Kapalua has two championship courses and a state-of-the-art instructional Academy. The Plantation Course, home to PGA TOUR champions each January, and The Bay Course, an oceanfront delight, offer two distinctly challenging layouts. The Kapalua Golf Academy offers private or group instruction for players of all levels.</p> <p><i>Kapalua Golf</i> EXPERIENCE TRULU GOLF™ CLICK HERE FOR MORE INFORMATION</p>	LAS VEGAS PAIUTE GOLF RESORT  <p>THE VEGAS TRIFECTA Just 25 minutes northwest from the Las Vegas Strip, this international golf destination is serving up the ultimate trio of top-ranked golf courses. Snow Mountain, Sun Mountain and The WOLF intertwine nature's indigenous life with the edge of the world. Sculpted by world-class architect Pete Dye, these courses are his only signature designs in Nevada.</p> <p><i>PAIUTE</i> LAS VEGAS TRIFECTA GOLF RESORT CLICK HERE FOR MORE INFORMATION</p>
OB SPORTS ARIZONA  <p>SPECTACULAR GOLF IN ARIZONA The OB Sports Collection offers outstanding courses throughout Arizona. Whether escaping cold weather or looking to experience natural beauty, our immaculate course conditions and dedicated staff will keep you coming back. Visit our courses to find out why AZ has become a top US golf destination!</p> <p><i>OB</i> SPORTS CLICK HERE FOR MORE INFORMATION</p>	SUPERSTITION MOUNTAIN GOLF & CC  <p>JOIN FOR THE GOLF, STAY FOR THE LIFESTYLE Superstition Mountain Golf & Country Club is home to two award-winning Jack Nicklaus-designed golf courses. The prestigious private club features a 50,000-square-foot Tuscan-inspired clubhouse and 878-acre luxury gated community. Members enjoy spectacular golf and a true resort-style experience.</p> <p><i>SUPERSTITION MOUNTAIN</i> CLICK HERE FOR MORE INFORMATION</p>

DISPLAY BANNER SPECS

GENERAL REQUIREMENTS

- Ad must open a new browser window upon click
- All ads are site served through OpenX ad platform
- Rapid animation or flashing ads are not accepted
- Ads cannot generate a download prompt nor download anything on page load
- The brand or advertiser must be clear and legible
- All advertising materials is subject to editorial approval prior to launch
- LINKS reserves the right to reject ads or request changes to materials before launch
- Audio must be user-initiated with on/off button
- Flash submission: all flash files must contain a blank ClickTag command and links URLs should be listed separately
- Turnaround time for all digital ad media submissions is minimum 4 business days

BANNER DETAILS

- Sizes: 950x75, 300x250
- Static: 30k max file size (.gif/.jpeg)
- Animation: 40k max file size (flash), must be accompanied by back-up image
- Animation: Max 3 loops, 30 fps, max length 10 seconds
- Provided click-through URL

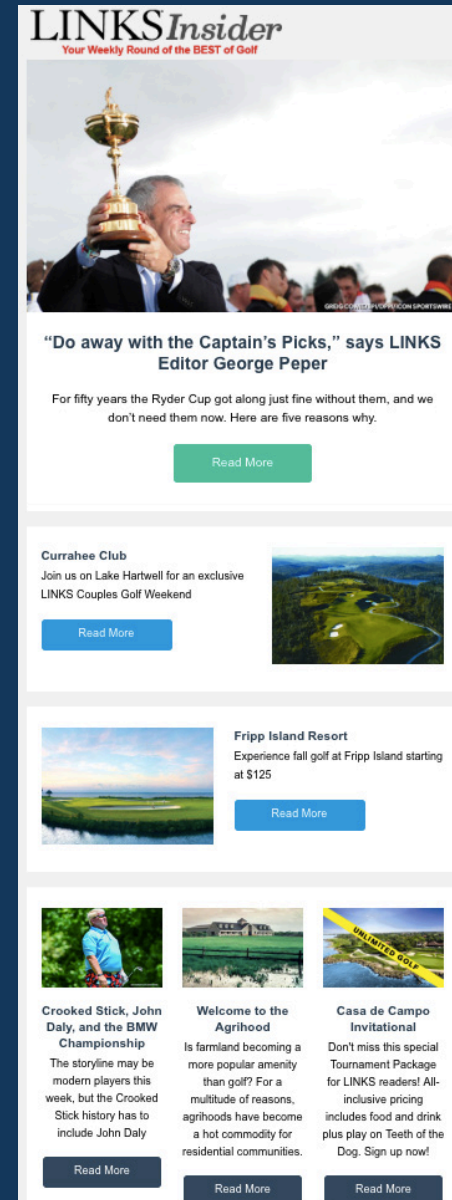
LINKS INSIDER SPECS

PREMIER PARTNER

- Property/Resort/Product (25 characters or less)
- Photo: Hi-resolution image, 700x330 or larger in .jpeg format. Some cropping may occur to fit.
 - No overlay text in image
- Description/Call-to-Action (50 characters)
- Click-through URL

FEATURED PARTNER

- Property/Resort/Product (25 characters or less)
- Photo: Hi-resolution image, 675x450 or larger in .jpeg format. Some cropping may occur to fit.
 - No overlay text in image
- Description/Call-to-Action (25 characters)
- Click-through URL



← PREMIER PARTNER

← FEATURED PARTNER

LINKS INSIDER: REAL ESTATE SPECS

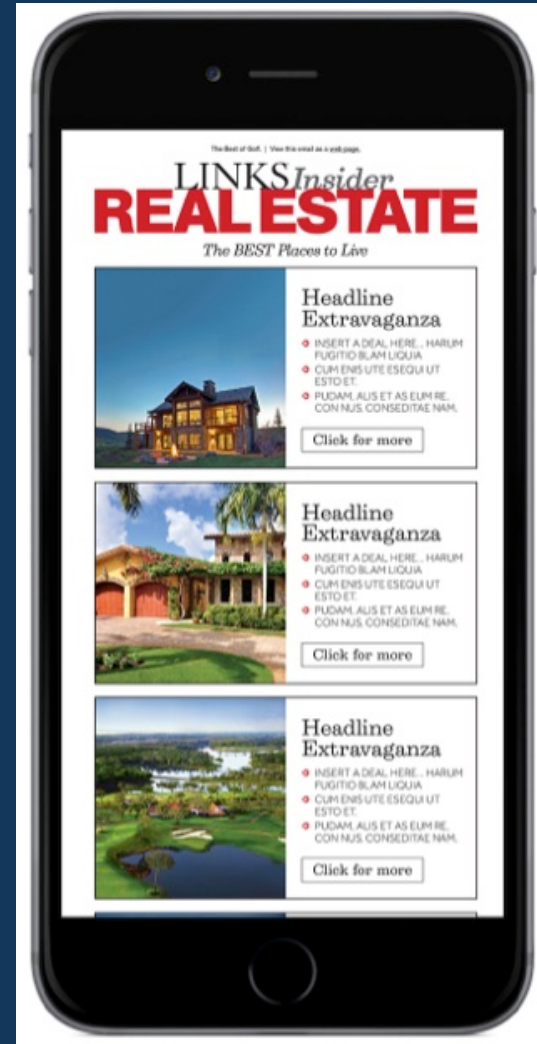
.....

REAL ESTATE LISTING

- Photo: 525x555 (.jpeg, < 300kb)
 - No overlay text in image
- Listing name/Headline (25 characters)
- Bullet details (50 characters per bullet, 3 bullets max)
- Call-to-action (15 characters)
- Click-through URL

EXAMPLE

- Listing name/Headline (25 characters)
 - **East Coast Golf Club**
- Bullet details (50 characters per bullet, 3 bullets max)
 - **World-class spa and amenities**
 - **Two 18-hole championship golf courses**
 - **Fine dining, wine tasting experiences available**
- Call-to-action (15 characters)
 - **Book Now!**



LINKS INSIDER: TRAVEL SPECS

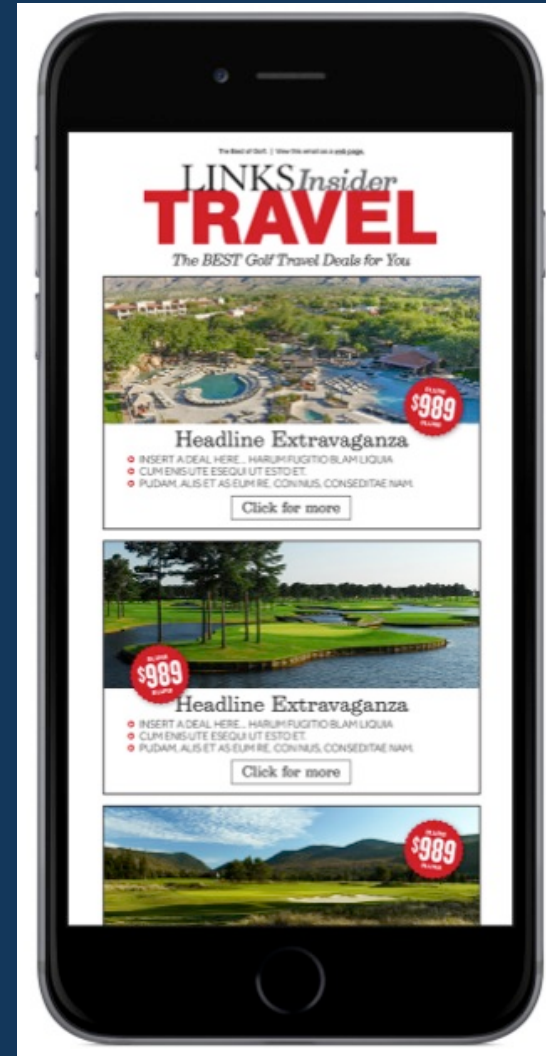
.....

TRAVEL/RESORT LISTING

- Photo: 1,050x405 (.jpeg, < 300kb)
 - No overlay text in image
- Listing name/Headline (25 characters)
- Bullet details (50 characters per bullet, 3 bullets max)
- Call-to-action (15 characters)
- Click-through URL

EXAMPLE

- Listing name/Headline (25 characters)
 - **East Coast Golf Club**
- Bullet details (50 characters per bullet, 3 bullets max)
 - **Two days unlimited at world-class spa**
 - **2 rounds of golf on championship course**
 - **3 nights accommodations at our lodge**
- Call-to-action (15 characters)
 - **Book Now!**
- Package Price:
 - **LINKS Offer: \$500**



CUSTOM EBLAST SPECS

HTML FORMAT

- HTML file
- Subject line
- Images required to be hosted by advertiser
- Email addresses for proof

JPEG FORMAT

- Size: 800wx2000h or similar dimensions (.jpeg format)
- Subject line
- Provided click-through URL
- Email addresses for proof
- For emails created from JPEG files, only one click-through area/URL will be allowed

