



# *Advertising Kit 2021* **LOCHLAND COUNTRY CLUB**

Our membership base averages over 400 memberships and families (around 1200) in the Hastings area. We make our regular communication channels available to outside messaging through select advertising placements. We do reserve the right to decline running ads at our discretion.

If you need help creating an ad – no problem! We can help design your ad to specs, at no additional cost.

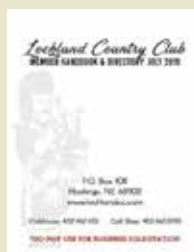
## *Placements*

### **PRINT**



#### **FORECAST**

Produced monthly, a 24–36 page full-color publication mailed to every member household.



#### **MEMBER DIRECTORY**

This ~76 page full-color publication is given to all new members, and provided as-needed for any current members.

### **DIGITAL**



#### **WEBSITE & SOCIAL**

Feature your business and link to your website in our 'Sponsors' section of [lochlandcc.com](http://lochlandcc.com), and Facebook album.



#### **EMAIL**

Regular communication is sent to every member who qualifies for our email lists. Can purchase ad space in daily or weekly emails.

## **GOLF SPONSORSHIPS & SPECIAL EVENTS**

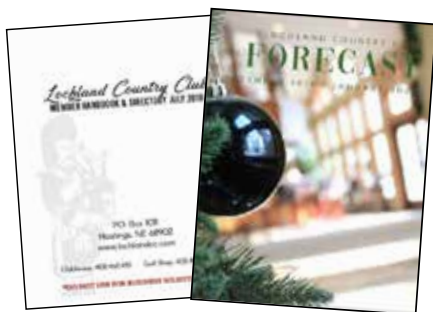
### **IDEAS WELCOME**

We are always on the lookout for new and interesting ideas to integrate with our events. Let us know if you have an idea to promote your business!

We'd love to continue the conversation about how we can make Lochland work for you. Contact Claire Bostelman at [claire@lochlandcc.com](mailto:claire@lochlandcc.com) or 402-462-4151. Visit us online at [lochlandcc.com](http://lochlandcc.com) or [facebook.com/Lochland.Country.Club](https://facebook.com/Lochland.Country.Club)

# Packaged Placements

We want to offer our clients the best solutions for their business. We would love to learn about ideas you may have. Our most popular package choices below.



## PRINT-ONLY PACKAGE (ANNUAL)

### FORECAST, DIRECTORY

3.5in x 2in – \$408

4in x 5in – \$597

8in x 3in – \$765



## PRINT+ WEB (ANNUAL)

### FORECAST, DIRECTORY, ONLINE

3.5in x 2in – \$561

4in x 5in – \$729

8in x 3in – \$861



## PRINT+ DIGITAL (ANNUAL)

### FORECAST, DIRECTORY, ONLINE, EMAIL (1X/MO)

3.5in x 2in – \$900

4in x 5in – \$1050

8in x 3in – \$1150



## HIGH-IMPACT (MONTHLY)

### FORECAST, EMAIL

3.5in x 2in – \$321

4in x 5in – \$357

8in x 3in – \$393

# Sponsorships

## GOLF SPONSORSHIPS

We host men's STAGs monthly, and sponsorship opportunities fill early! We are also open to other sponsorships, like the Member-Guest Tournament, Indoor Tournaments, or other Leagues and Events.

Contact Ky at the Golf Shop to learn more: 402-462-8783, or email [ky@lochlandcc.com](mailto:ky@lochlandcc.com).

## SPECIAL EVENT SPONSORSHIPS

We offer our members and the community special events year-round. We are always open to new ideas to integrate with our events. Pricing will vary per event and placement.

Below is a list of a few of our ongoing events. For more details, or for additional event opportunities, contact Claire at 402-462-4151 or [claire@lochlandcc.com](mailto:claire@lochlandcc.com)

## VARIES / SEVERAL TIMES PER YEAR

- Ladies' Events
- Card and Game Clubs
- Poolside Yoga & Aerobics
- Amped Up Family Nights
- Happy Hours
- New Member Mixers

## JAN - MARCH

- Mother Son Soiree
- Father Daughter Ball
- Annual Meeting

## APRIL-JUNE

- Easter Brunch
- Mother's Day Brunch
- Pool Parties
- Junior Sports Program

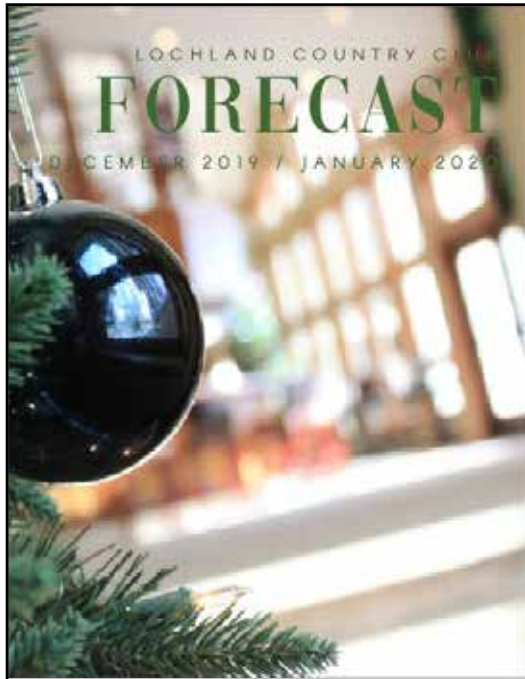
## JULY - SEPT

- Fireworks Extravaganza
- 21+ Pool Parties
- Couple's Golf Night
- Lochland Car Show (Public)

## OCT - DEC

- Ladies Hayrack Ride
- Halloween Party
- Thanksgiving Brunch
- Holiday Hoopla
- Gingerbread House Brunch
- Santa Claus Brunch
- New Year's Eve Celebration

# The Forecast



Lochland publishes a monthly full-color 24-36-page 8.5x11 newsletter, which reaches an audience of more than 400 member households (1200+ individuals), and staff.

## 4 IN. X 5 IN.

One Time Run - \$105  
Forecast Package (annual) - \$577

## 3.5 IN. X 2 IN.

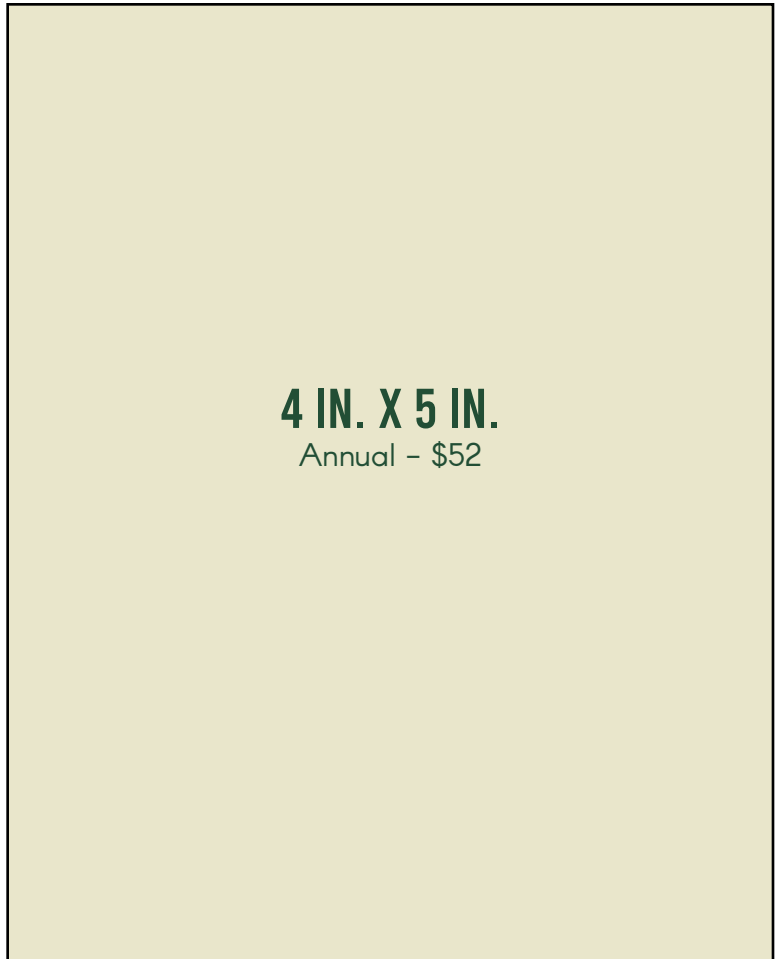
One Time Run - \$42  
Forecast Package (annual) - \$320

## 8 IN. X 3 IN.

One Time Run - \$125  
Forecast Package (annual) - \$730

# Member Directory

Lochland Country Club publishes a member directory several times a year, reaching an audience of more than 400 member households (1200+ individuals), and staff.



# Digital Placements

## EMAIL

We communicate daily with members via email, current list more than 800 addresses. Ads will click through to websites or social accounts, and are placed above the birthdays & anniversaries section. Recommended size 728x90 JPEG.

## PRICING

One-Time Run (Monday, unless otherwise noted): \$30

Weekly Run (Monday-Saturday): \$128

Monthly Run: \$306

Annual (1x per month): \$398

Annual (2x per month): \$663

*\* Unless otherwise specified, Monday runs will be prioritized, followed by Saturdays, then other days of the week.*

## LOCHLANDCC.COM & FACEBOOK

Our website includes a 'Sponsors' section, with links to several categories of businesses. We promote this section of the website to members on an ongoing basis. Our Facebook page will host a Sponsors Album, in which we will regularly post to our followers. Placement includes business logo (jpeg) and link to the URL provided. Cannot be larger than 325x120px.

## PRICING

Annually: \$230