

# ADVERTORIALS

## NGCOA Overview and Guidelines for Advertorials (as of Nov. 2023)

Advertorials will be featured in designated sections on Golf Business WEEKLY no more than once per month. See an example of placement, formatting, and styling of this content from an edition in 2023 (gray section, bottom right).

The advertorial article will feature the title, author, and a few introductory sentences from the article, before being linked out to the entire column, hosted on NGCOA.org. The section will also feature the company logo and a disclaimer that the content is sponsored.

### Advertorial Guidelines

- Please do not exceed 1,200 words.
- Please include one square, 250px x 250px .png image to be featured on the e-blast.
- We ask that the substance of your content attempt to showcase your product or service, tell a success story, solve an industry problem, or something similar. We also ask that you do not degrade or diminish other products or services within the content of the advertorial.
- Please send via Google Doc or Word Document.
- Please allow up to two weeks between the time submitted and official feature date.
- NGCOA reserves final editing rights, but will not publish until confirmed with Advertorial author.

See an example of the above Advertorial [here](#).

If you have any questions, please contact Taylor Wall, NGCOA Director of Education, at [twall@ngcoa.org](mailto:twall@ngcoa.org)

The image shows a page from Golf Business WEEKLY magazine, dated August 4, 2023. The page is divided into two main sections. The top section is a "SPOTLIGHT" article titled "A Mountainside Makeover: New-Look Springdale Shines in Appalachia" by Scott Kauffman. The article discusses the renovation of Springdale Resort in Appalachia, mentioning the owner Lex West and his family's history with the property. The bottom section is a "SPONSORED CONTENT" advertisement for Tagmarshal's On-course Optimization Technology. The ad includes a disclaimer stating that the article was provided to Golf Business WEEKLY by Tagmarshal and solely represents their views & opinions. The ad text describes how the technology helps golf courses optimize their operations, mentioning labor shortages and inflationary pressures. The ad also features a logo for Tagmarshal and an image of a tablet displaying a golf course optimization interface. The page also includes logos for NGCOA and SmartBuy Partner.