Norm Cates'

CLUB INSIDER

CELEBRATING 30+ YEARS OF TRUST

2026

Sponsorship Media Kit

Celebrating 30+ Years of TRUST!

The **Mission of Club Insider** is, *"To help the owners and operators of health and fitness clubs professionalize their clubs and gain the trust and business of their community."*

Club Insider has been published since November of 1993 and is the only industry publication produced by a *50-year Veteran Club Industry Owner, Operator and Publisher*. During that time, **Norm Cates** served as the *final President of the National Court Club Association (NCCA)* and the *first President of IHRSA (then IRSA)*. Because of thousands of relationships established while owning and operating health and fitness clubs, serving as an industry leader and 30+ years of publishing, the eyes of industry leaders focus on **Club Insider** every month.

Club Insider is carefully read for many reasons including but not limited to the following:

- **Sharing Great Stories of Club Success** with monthly, Case-Study Cover Stories;
- **Educating Owners and Operators** with how-to articles by expert Contributing Authors;
- **"Telling-It-Like-It-Is"** about important industry matters with *"Insider Speaks"* Editorials;
- **Serving as the Watchdog** of the health and fitness club industry with *Norm's Notes*.

All of this makes **Club Insider**
The Pulse of the Health and Fitness Club Industry.

Sponsorship Tiers

Club Insider utilizes a tiered system of benefits:

■**Directory Tier:** Company Logo is included on every page of our website and in every eblast. When that logo is clicked, it directs users to a Sponsor Profile on our website that includes additional company information, contact details and a link to the company's website.

Price: $100 Per Month (+$50 for weekly eblast Add-On).

■**Primary Tier:** Directory Tier Benefits are included plus the following: Choice of up to a Half Page Ad is included in all versions of *Club Insider Monthly*. Additionally, Square- and Leader-board-size Web/Email Ads are included in the Sidebar and Content Areas of our website on a rotating basis with others in the Primary Tier. Finally, the Leaderboard-size Web Ad is included in all Weekly and Monthly eBlasts (totaling 4 - 6 per month, up to 64 per year). All Web/Email Ads will link directly to the company's website.

Price: $250 Per Month (Weekly eblast Add-On Included)

■**Premium Tier:** Directory and Primary Tier Benefits are included with the following modifications: The Half Page Ad becomes a prominently positioned Full Page Ad in all versions of *Club Insider Monthly*. Additionally, all Web/Email Ads will be denoted as Premium and contained within their own more prominent sections on the website and eBlasts in which they reside.

Price: $500 Per Month (Weekly eblast Add-On Included)

The Benefits of Sponsorship

The **Club Insider Sponsorship Team** is crucial to our ongoing Mission, and we invite you to join us. As a Sponsor, you will enjoy this list of benefits:

- Introduction in Norm's Notes;
- Choice of Four Monthly Edition Ad Sizes;
- Logo Placement on Website and Eblasts;
- Ad Placement on Website and Eblasts;
- Dedicated Sponsor Profile Page;
- Listing in Sponsor Directory;
- Periodic Press Coverage at Sponsor Request.

Contact Justin Cates

justin@clubinsideronline.com

Sponsorship Standards

All sponsorship agreements are contracted with an **Insertion Order Agreement Form**. Upon completion of the form, **Club Insider** will comply with the terms of that agreement unless contacted in a timely manner (*Prior to 1st Ad Placement*) to alter or cancel said agreement without penalty. **Club Insider** expects the Sponsor to comply with these terms as well.

The Sponsor will be invoiced **NET30** via email by the **1st Day** *of the Month Prior to Publication*. **Example:** An Sponsor would be invoiced by January 1st for a February Ad Placement. **Full Payment is due by the 10th Day** *of the Month of Publication*. If payment is not received by the 10th of the month the ad is to be published, the Sponsor will be contacted to arrange alternate payment details and confirm the rest of the advertising agreement.

Contact Us Today

To place an Advertising Insertion Order, please contact:

Justin Cates
Publisher

justin@clubinsideronline.com

For more information about **Club Insider**, go to

www.clubinsideronline.com