



## HOME PAGE



Leaderboard  
728\*90 (40k)

Button - 2  
120\*60 (20k)

Wide Skyscraper  
160\*600 (40k)

Rectangle  
180\*150 (40k)

Vertical Banner  
120\*240 (30k)

Square Button  
125\*125 (30k)

Button - 1  
120\*90 (20k)

## ADVERTISER BENEFITS

**Does your business want a niche audience that has high income, who love to travel, and love to golf?**

Then GolfingTheOzarks.com is the place. Golfing The Ozarks is positioning itself to be the leader in the Ozarks for motivating golfers and their families. We are providing tools and promotions for the golfers that make them want to come to the Ozarks and to keep them coming back to the website.

Specific Audience – Direct Advertising – Measured Results  
Leverage Our Advertising to Expand Yours – Easily Craft Your Advertising to Appeal to This Audience – Get In Early at a Discount – Develop Early Loyalty with a Fast Growing Audience – Leverage Our Web Ability to Drive Traffic to Your Business – Know Your Audience and Utilize Database Marketing

## Golfer Profile

### Affluent

- Household Income - \$91,000 (average)
- Net Worth - \$573,000
- 54% use an investment professional
- 73% have achieved high level professional positions

### Education

- 83% have attended, or graduated from college
- 35% have pursued post-graduate studies

### Golfers Industry

- **\$76 billion per year industry**
- 30 million golfers in the U.S.
- \$26 billion per year is spent in golf related travel
- 75% goes toward hotel, transport, food & beverage
- Golf industry has created 2 million jobs in the U.S.
- Industry donates about \$35 billion per year to charity

All ad sizes are IAB compliant to better serve you in all of your online campaigns.

Your business can advertise for as little as \$10 a month and up to a full media campaign including access to member database information. We have introductory rates that will be honored for an entire year.

**7,500,000 Searches a Day**  
for the keyword "golf course" golf, golfers, golfing post in the millions per day as well.

Sources: National Golf Foundation, PGA Marketing Center, and Google

Up To **40% OFF** **SAVE BIG!!!**

Packaged Ad Campaigns Offered at Discounts  
See Account Rep For Details



More Fun, More Relaxing, More WOW!

## DISPLAY AD RATES

### HOME PAGE

- Leaderboard – \$500
- Skyscraper – \$400
- Rectangle – \$250
- Vertical Banner – \$ 75
- Square Button – \$ 75
- Button 1 – \$ 50
- Button 2 – \$ 40

### PREMIUM PAGES

*non-course*

- Leaderboard – \$500
- Skyscraper – \$400
- Rectangle – \$250
- **3:1 Rectangle** – \$225
- Vertical Banner – \$ 75
- Square Button – \$ 75
- Button 1 – \$ 50
- Button 2 – \$ 40

### COURSES PREMIUM

- Leaderboard – \$500
- Skyscraper – \$400
- Rectangle – \$250
- **Full Banner** – \$250
- Vertical Banner – \$ 75
- Square Button – \$ 75
- Button 1 – \$ 50
- Button 2 – \$ 40

### NON-PREMIUM PAGES

*non-course*

- Leaderboard – \$300
- 3:1 Rectangle – \$175
- Rectangle – \$150
- Vertical Banner – \$ 50
- Square Button – \$ 50
- Button 1 – \$ 35
- Button 2 – \$ 30

### NON-PREMIUM PAGES

*course pages*

- Leaderboard – \$300
- Rectangle – \$150
- **Full Banner** – \$200
- Vertical Banner – \$ 50
- Square Button – \$ 50
- Button 1 – \$ 35
- Button 2 – \$ 30

### COURSES DIRECTORY

*pages with directory listings*

- Leaderboard – \$300
- **Vertical Rect.** – \$200
- Full Banner – \$200
- Rectangle – \$150
- Vertical Banner – \$ 50
- Square Button – \$ 50
- Button 1 – \$ 35
- Button 2 – \$ 30

*all figures are monthly rates, with exception to e-newsletter it is per instance and may be purchased one at a time | rates are net and not commissionable*

## DIRECTORY LISTING RATES

- Standard Listing – \$ 10
- **PREMIUM LISTING** – \$ 20

**B Company Name**

**IMAGE**

Even more stuff about the company if they have the second tier of of listing pricing option. So this can keep going up to 5 lines, not including the contact info below. The contact info can include more info as well.

555-555-5555 | [email@email.com](mailto:email@email.com) | [www.webaddress.com](http://www.webaddress.com)

**Company Name So Forth**

Stuff about the company. Only one or two lines of text fo the basic advertiser.

555-555-5555 | [email@email.com](mailto:email@email.com)

## ADVERTISING OPTIONS

There are several ways to advertise with Golfing The Ozarks.

Below lists and describes the various ways to build your campaign on Golfing the Ozarks. If you don't see a method you'd like to use please contact a Account Executive and we will work on trying to accommodate your need.

- **ROS (Run of Site)** – use single ads or packaged ads to display on various pages throughout the website
- **Premium Pages Only** – single ads or packaged ads display on premium pages only
- **Non-Premium Pages Only** – single ads or packaged ads display on non-premium pages only
- **Regional Pages** – single ads or packaged ads display on pages according to the regions that your business is most interested. Regions are;
  - Lake of the Ozarks Area
  - Branson Area
  - Springfield Area
  - Northwest Arkansas
- **Packaged Campaigns** – we have put together a variety of grouped ads to fit various budgets. These packages will help your business maximize your advertising efforts throughout the site while saving up to **40% off** the single ad rates.

## ADDITIONAL OPTIONS

- e-Newsletter Ad – \$100/per instance
- Community Page\* – \$150
- Classifieds Page – \$150
- We Can Build Your Ad\*\* – \$115/per ad
- Promotion/Contest Sponsorships – per event, see rep

*\* only leaderboard ad sizes available at this time \*\* multiple ad discounts available*

**GET IN NOW!**

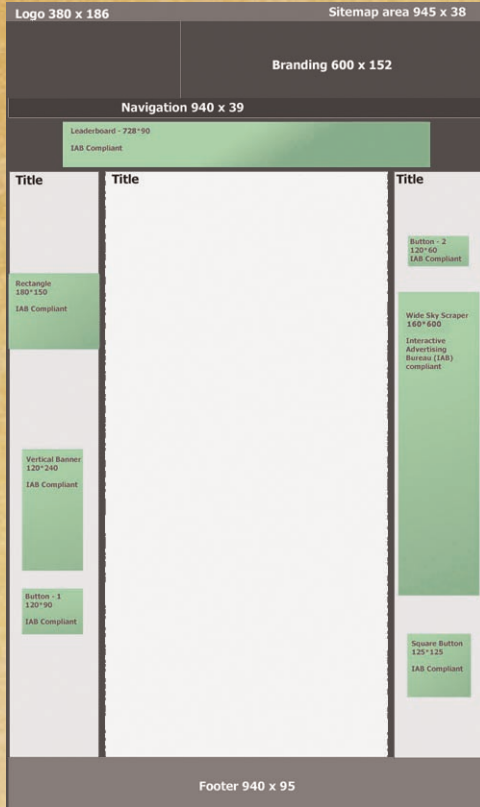
Our rates will **never** be this low again.



More Fun, More Relaxing, More WOW!

## PAGE LAYOUTS

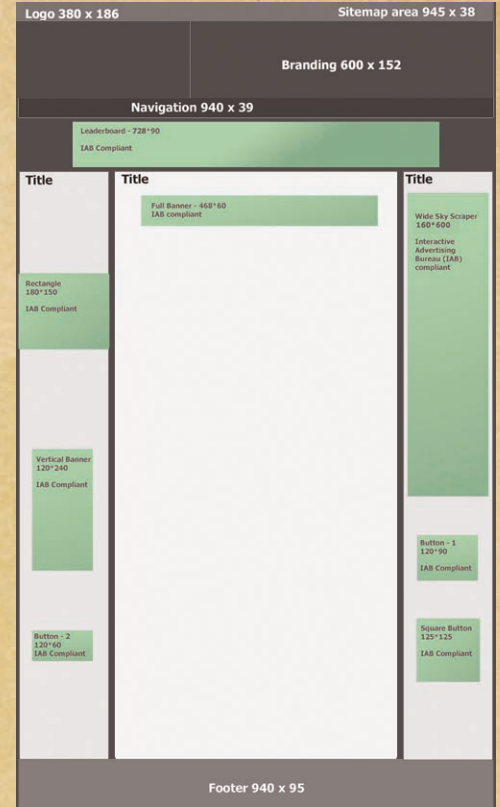
### Home Page



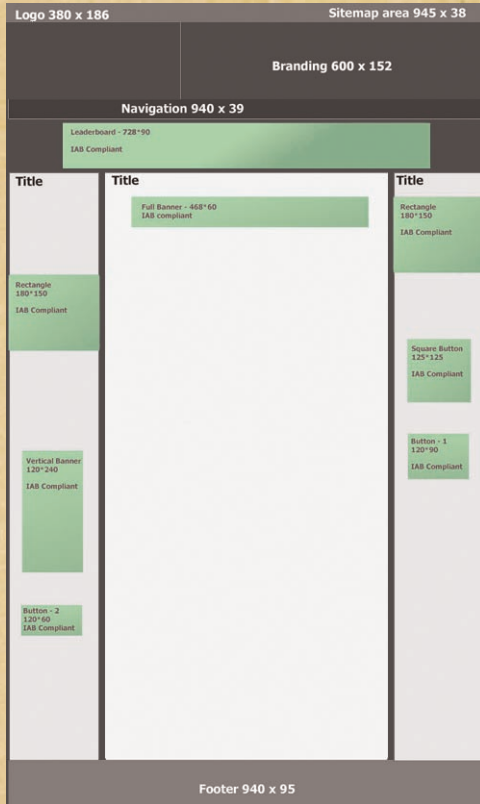
### Premium Non-Course Page



### Premium Course Page



### Course Non-Premium Page



### Course With Directories



### Non-Course Non-Premium

