

# 2009 Media Kit

## About FloridaGolfer.com

A local Golf website featuring:

- Course directory and maps
- Events calendar
- Local news and newsletter
- Pro tips and articles
- Golf product reviews
- Local Golf Video

There are hundreds of golf websites online but there is only one FloridaGolfer.com. Our content is local, fresh and interactive.

FloridaGolfer.com is part of GolfTrips.com.

## Traffic and Visitors

100,000-150,000 visitors a month.

## Advertising Opportunities

FloridaGolfer.com hosts a wide variety of advertising and marketing options.

### **Home Page Options**

- 1) **Featured Course\***  
Includes course description, rates picture and web link.  
\$350 per month
- 2) **Stay and Play Package\***  
Showcase your stay and play options  
\$150 per month
- 3) **Highlighted Golf Discount Promotion\***  
Display your special rates.  
\$150 per month

\* *Login to admin area to view monthly stats.*

### **Banners**

- 1) **Web Banner Entire Site**  
120x60 Banner  
\$250 per month / \$1200 per year
- 2) **Web Banner Special Sections**  
(i.e. Featured Destinations, Pro Tips, etc)  
120x60 Banner  
\$100 per month / \$600 per year

### Newsletter Advertising Options

Florida Golf Monthly Newsletter  
The newsletter is emailed to over 6000 golfers and archived on the site.

Newsletter Sponsorship - \$200 per issue.  
Feature Course/Discount - \$200 per issue.

### Discounts and Coupons

List your rates and specials in your course profile and publish up to 2 coupons.

FloridaGolfer.com tracks coupon views and downloaded prints. The coupon section of the website has been the most utilized area by local golfers.

\$50 per month or \$200 per year.

### Specialty Options

- 1) Featured Destination – New 2008  
Highlight your course in local golf destinations in Florida.

\$250 per month / \$1200 per year

- 2) Real Estate – Golf Living  
Add your lots, condos, homes, etc to our real estate classifieds section.

Includes pictures, descriptions, email, web links.

\$250 per listing. (180 days)

- 3) Company Spotlight / Product Review  
Let FloridaGolfer.com review your products/services.

Call for rate.

- 4) Out of State – Featured Destination  
Call attention to your course neighboring Florida.

\$250 per month / \$1200 per year

- 5) Pro Tips /Featured Pro  
Promote your lessons and pro shop in the tips, golf school or golf pro directory.

Includes phone, email, rate and website.

\$200 per year.

# FloridaGolfer.com Special Packages

## Par Package

- 1 Month Featured Home Page
- 1 Month Florida Destination Feature
- 2 Coupons in discounts section

*Investment: \$495 (A \$800 value)*

## Birdie 2 Month Package

- 2 Month Featured Home Page
- 2 Month Florida Destination Feature
- 2 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section

*Investment: \$450/month (A \$1500 value)*

## Eagle 3 Month Package

- 3 Month Featured Home Page
- 3 Month Florida Destination Feature
- 3 Month Stay & Play/Discount Home Page
- 3 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section

*Investment: \$425/month (A \$3100 value)*

\* FloridaGolfer.com can use an existing radio commercial or create one for no additional charge.

## Questions

If you have questions or want FloridaGolfer.com to customize a package for your course, please call Glen Turk at (414) 530-4118 or email him at glenturk@hotmail.com.

## Albatross (Double Eagle) 4 Month Package

- 4 Month Featured Home Page
- 4 Month Florida Destination Feature
- 4 Month Stay & Play/Discount Home Page
- 4 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section

*Investment: \$400/month (A \$6500 value)*

**Select Package** - fax back to (262) 255-2585.

Specify Package Desired: \_\_\_\_\_

Specify Desired Month(s): \_\_\_\_\_

Name: \_\_\_\_\_

Course: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_