

# Carolinas Golf Association

*Serving Amateur Golf in the Carolinas Since 1909*

www.carolinasgolf.org | 910.673.1000 | @cgagolf1909



## Digital Media Kit - 2018



# DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

## CGA MEMBER DEMOGRAPHICS

### GOLF PROFILE

- Play an average of 84 golf rounds annually. 24% play 100+ rounds each year.
- 91% have been playing golf for more than 10 years.
- 92% are members of private/semi-private clubs.
- Average handicap index is 14.4.
- 78% have taken at least one golf vacation in past 12 months.
- Play an average of 14 different golf courses each year.

### SPENDING HABITS

- 50% spend more than \$500 annually on golf equipment and apparel.
- 83% are home owners. 14% own more than one home.
- 50% own homes with values > \$200,000.
- 45% have an annual household income > \$100,000.

### BREAKDOWN

- 78% Male, 22% Female.
- Average age is 56.
- 85% are married.
- 80% have attended college. 20% have a master's degree.



*\* data based on a 2018 survey of 6,858 Carolinas golfers.*

To advertise, please contact Jackson Sveen: (910) 673-1000 | [media@carolinasmgolf.org](mailto:media@carolinasmgolf.org)



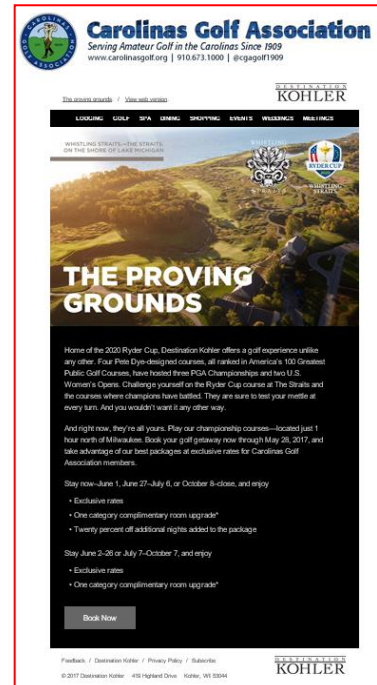
# DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

## DEDICATED e-BLAST

This represents the best and most thorough method for delivering your message. The CGA can send a separate e-Blast to its list of approximately 100,000 e-mail addresses, completely dedicated to your company. The e-Blast must contain a special offer to CGA members. You provide the HTML or image file, and we'll send it out. No more than one e-Blast per month is sent. A CGA banner is added to top of email. Advertiser has final approval before email is sent.

<b>SIZE</b> 826 px wide	<b>REACH</b> approx. 100,000	<b>COST/DURATION</b> \$6,500/blast	<b>OPEN RATE</b> 43% average
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**CGA MEMBER CLUB – DISCOUNTED PRICING**  
\$3,250/blast                      50% savings



e-Blast example

## WEBSITE BANNER AD

<b>SIZE</b> 280 x 120 px with link	<b>REACH</b> 135,000 unique visitors/mo - 175,000 views/mo	<b>COST/DURATION</b> \$2,000/mo
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This option is great for the client who wants to reach the largest audience of both CGA members and non-members.

Formats: JPG, GIF, PNG. No flash.  
Destination URL for banner must be provided.

**CGA MEMBER CLUB – DISCOUNTED PRICING**  
\$1,000/mo                      50% savings



CGA website banner ad example.

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# DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

## e-NEWSLETTER

The CGA sends personalized e-Newsletters to more than 80,000 members in both North and South Carolina who have registered their email addresses. On the 1<sup>st</sup> and 15<sup>th</sup> of each month, a newsletter containing handicap index and score history information is emailed.

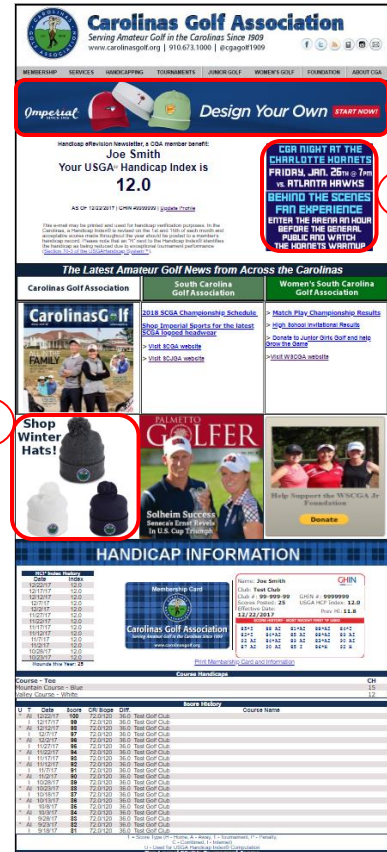
Because it contains handicap index information ...  
**the open rate often exceeds 85%.**

There are three options for e-Newsletter advertising:

- 1) **Full length banner** (866 x 215 px image with link)  
**Cost/Duration** - \$1,500/issue
- 2) **Banner ad – Handicap Index** (250 x 250 px image with link)  
**Cost/Duration** - \$1,000/issue
- 3) **Banner ad – News Area** (250 x 250 px image with link)  
**Cost/Duration** - \$750/issue

### CGA MEMBER CLUB – DISCOUNTED PRICING

- \$1,125 – full length banner 25% savings
- \$750 – banner ad in handicap index area 25% savings
- \$600 – banner ad in news area 20% savings



## MONTHLY DIGITAL PUBLICATION

The CGA sends its own monthly eNewsletter to over 90,000 email addresses in the Carolinas. The publication is a browser-based solution that is optimized for mobile devices. The ad can contain embedded videos and multiple links.

## AD SPECIFICATIONS

- FULL SCREEN** (Spread)  
 14.22" x 9.48"  
 4266 x 2844 pixels
- HALF SCREEN** (Full Page)  
 7.11" x 9.48"  
 2133 x 2844 pixels

	SIZE	REACH	COST/DURATION	OPEN RATE
<b>Half Screen (Full Page)</b>	7.11" x 9.48" 2133 x 2844 px	70,000	\$500/issue	40%
<b>Full Screen (Spread)</b>	14.22" x 9.48" 4266 x 2844 px	70,000	\$1,000/issue	40%

### CGA MEMBER CLUB – DISCOUNTED PRICING

- \$250 - half screen / \$500 - full screen 50% savings

# DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

## MONTHLY DIGITAL PUBLICATION PRESENTING SPONSOR

A digital publication with CGA news will be sent monthly to over 90,000 members in both North Carolina and South Carolina. The presenting sponsor receives an 828w x 100h px image with link above the listing of featured articles in the issue.

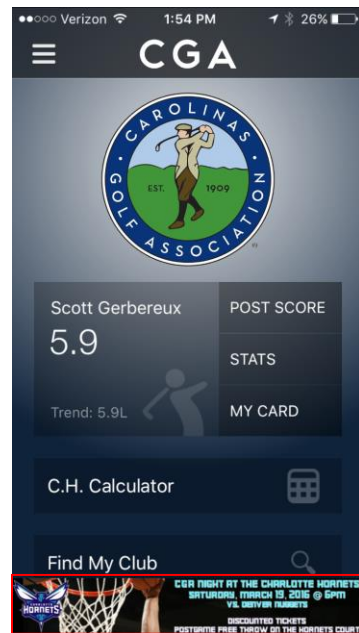


<b>SIZE</b>	<b>REACH</b>	<b>COST/DURATION</b>	<b>OPEN RATE</b>
828w x 100h px with link	90,000+	\$1,000/issue	30-40%

**CGA MEMBER CLUB – DISCOUNTED PRICING**  
 \$750/issue                      25% savings

## CGA MOBILE APPLICATION BANNER AD

The CGA mobile application is used by more than 50,000 members to post scores and keep track of their handicap information. Every year the mobile application is viewed over 3 million times by CGA members. The ad averages 7,000 clicks each month. The banner ad dimensions are 640w x 100h px.



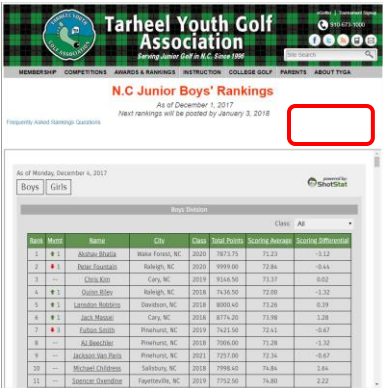
<b>SIZE</b>	<b>REACH</b>	<b>COST/DURATION</b>	<b>OPEN RATE</b>
640w x 100h px with link	50,000+	\$2,000/three months	3.5 million screen views/year
			7,000 clicks per month

**CGA MEMBER CLUB – DISCOUNTED PRICING**  
 \$1,500/three months                      25% savings

# DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

## TYGA WEBSITE BANNER ADS – RANKINGS & SCHEDULE PAGES

<b>SIZE</b>	<b>REACH</b>	<b>COST/DURATION</b>
280 x 120 px with link	13,000 unique visitors/mo - 156,000 views/year	\$100/mo \$1,000/year



This option is great for the client who wants to reach junior golf members, their parents and coaches. The banner ad appears on the N.C. Junior Boys' and Girls' Rankings pages, as well as the TYGA tournament schedule.

Formats: JPG, GIF, PNG. No flash.  
Destination URL for banner must be provided.

### CGA MEMBER CLUB – DISCOUNTED PRICING

\$75/mo	25% savings
\$750/year	25% savings

## CGA DIGITAL SPONSORSHIPS - BUNDLE PACKAGE PRICING

Product	1 YEAR \$60,000 (18% savings)	½ YEAR \$30,000 (12% savings)	¼ YEAR \$15,000 (12% savings)
DEDICATED e-BLAST	5	2	1
WEBSITE BANNER	1 year	6 months	3 months
e-NEWSLETTER (banner ad)	24 e-Newsletters	12 e-Newsletters	6 e-Newsletters
GLOBAL GOLF POST (1/2 screen)	12 issues	6 issues	3 issues

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