

2010 Media Kit

About GolfWisconsin.com

A local Golf website featuring:

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

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

Traffic and Visitors

In Season: (May – October)

100,000-150,000 visitors a month.

Off Season (November – April)

50,000-75,000 visitors a month.

Testimonials

GolfWisconsin.com Podcast Delivered Results

The podcast was the best way to let people know about the Harmony Golf School. I have had numerous golfers tell me they heard my tips on the GolfWisconsin.com podcast.

~ Bill Harm - Teaching Professional, Milwaukee

Your Site Works!

The day after I posted discount offers on your site we had golfers redeeming them. I wish I would have advertised sooner. Thank you so much!

~ Joe Vittengl - GM, Devils Head Resort

Successful Advertising Campaign

"We have had more coupons redeemed from the GolfWisconsin.com website in one month's time than we have by all other venues combined."

~ Dave Brandenburg, Rolling Meadows Golf Course

Advertising Opportunities

GolfWisconsin.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 & Podcast Advertising Options

- 1) Golf Wisconsin 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.

- 2) Golf Podcast Radio Show
Hosted by: GolfWisconsin.com's Brian Weis and Midwest Golfing Mag. Senior Writer, Glen Turk.

Each week the two-some discusses the local and national golf scene, reviews the latest equipment and interviews notable golf experts.

2000+ shows streamed/downloaded a month.

:30 Radio Commercial - \$100 per show.

Discounts and Coupons

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

GolfWisconsin.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 Wisconsin.

\$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 GolfWisconsin.com review your products/services.

Call for rate.

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

\$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.

GolfWisconsin.com Special Packages

Par Package

- 1 Month Featured Home Page
- 1 Month Wisconsin Destination Feature
- 2 Coupons in discounts section
- 2 Podcast mentions or commercials*

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

Birdie 2 Month Package

- 2 Month Featured Home Page
- 2 Month Wisconsin Destination Feature
- 2 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section
- 3 Podcast mentions or commercials*

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

Eagle 3 Month Package

- 3 Month Featured Home Page
- 3 Month Wisconsin Destination Feature
- 3 Month Stay & Play/Discount Home Page
- 3 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section
- 6 Podcast mentions or commercials*

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

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

Questions

If you have questions or want GolfWisconsin.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 Wisconsin Destination Feature
- 4 Month Stay & Play/Discount Home Page
- 4 Month Email Newsletter Sponsorship
- 2 Coupons in discounts section
- 8 Podcast mentions or commercials*

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

Select Package - fax back to (262) 255-7407.

Specify Package Desired: _____

Specify Desired Month(s): _____

Name: _____

Course: _____

Phone: _____

Address: _____

City: _____

Zip: _____

Final Words of Satisfaction

We have had many golfers comment about seeing a special rate or learning about our course from GolfWisconsin.com. Allowing us to make our own real time changes and additions makes it easier to use than even our own course website. I even ran into an old friend who came up from Illinois just because he read about our course on GolfWisconsin.com. My only regret is that we did not fully take advantage of all your site has to offer, but I promise we will in 2008!

~ Chris Tesch - Fairways of Woodside

