



2012 Media Kit

# MEDIA KIT 2012



**GolfTrips.com Network**

- ~ GolfTrips.com
- ~ ArizonaGolfer.com
- ~ ArkansasGolf.com
- ~ ChicagoGolf.com
- ~ ConnecticutGolf.com
- ~ FloridaGolfer.com
- ~ GolfAlabama.com
- ~ GolfNebraska.com
- ~ GolfMichigan.com
- ~ GolfMissouri.com
- ~ GolfWisconsin.com
- ~ GolfWestVirginia.com
- ~ IndianaGolf.com
- ~ IowaGolf.com
- ~ KansasGolf.com
- ~ KentuckyGolf.com
- ~ LouisianaGolfer.com
- ~ MaineGolf.com
- ~ MidwestGolf.com
- ~ MississippiGolfOnline.com
- ~ NorthDakotaGolf.com
- ~ OhioGolf.com
- ~ SCGolf.com
- ~ SouthDakotaGolf.com
- ~ TexasGolf.com
- ~ UpperMichiganGolf.com
- ~ UtahGolf.com



## About

GolfTrips.com is a network of regional golf sites. The site features a golf course directory, local articles, golfer reviews and area golf discounts and packages.

## Visitor Demographics

- 75% Male
- Ages 30-55
- Annual household income \$75,000+
- 12+ Played Rounds A Year
- Regular Golf Vacation Goers

## Traffic Statistics (Monthly)

- Monthly Visitors: 120,000
- Monthly Page Views: 600,000

## Traffic Sources

- Search Engine – Google, Bing, Yahoo
- Print Advertising – Golf/Travel Mags
- Events – Regional Golf Shows
- Link Partnerships – SpaTrips.com

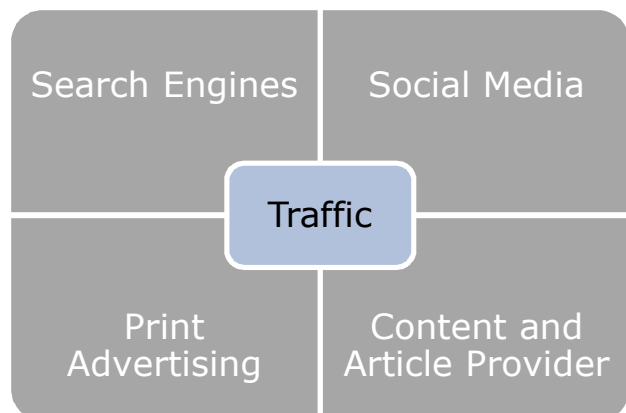
## Social Media & Online Reach

- Twitter: 1200+ Followers
- Facebook: 500+ Fans
- Google Pagerank: 5
- Alexa Ranking: 800,765

### Contact Information:

**Sally Turk - Sales**  
 Email: sally@golftrips.com  
 Direct: (920) 922-5511

**Brian Weis - Publisher**  
 Email: brian@golftrips.com  
 Office: (262) 255-7600





# Content Advertising

Content	Monthly	Annual
<b>Featured Course</b> The lead feature on home page allows you to feature your golf course and in the course directory. Includes 2-3 paragraphs and 500x250 photo.	\$350	\$300 per mo
<b>Advertorial / Article</b> Let one of our writers showcase your course or destination with a Featured Article. Will appear on home page and be archived.		\$1000 one time fee
<b>Featured Package/Announcement</b> Highlight on the home page under the featured course your announcement whether it is a stay and play package,	\$200	\$150 per mo
<b>Travel Destination</b> Highlight your course, resort or destination on surrounding or target states.	\$200	\$150 per mo
<b>Featured Coupon</b> Your coupon is on the top of the special and coupons page.		\$250

**Contact Information**

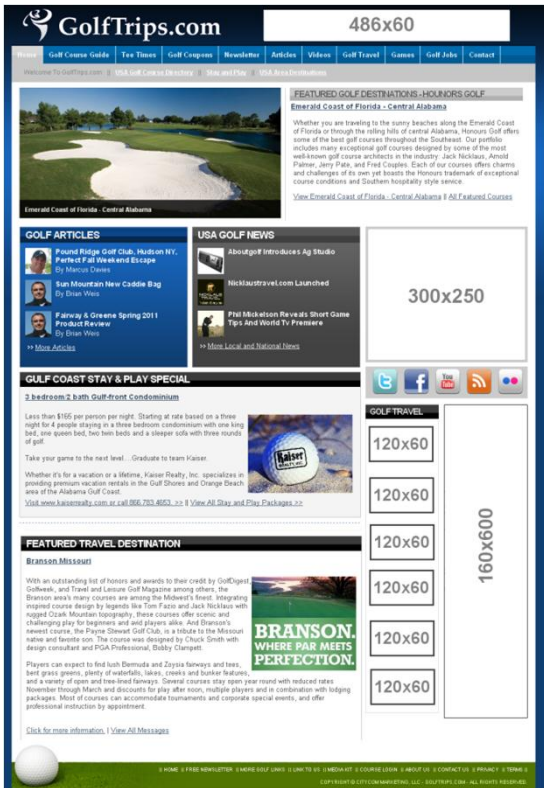
**Sally Turk**  
 Email: [sally@golftrips.com](mailto:sally@golftrips.com)  
 Direct: (920) 922-5511  
 Office: (262) 255-7600

### Payment Options

\*Payments are accepted via Check or PayPal.  
 \*PayPal processes most major credit cards.

### Advertising Policies

\*Advertisers and Ads must be relevant to GolfTrips.com Demographic  
 \*To book advertising, an online agreement must be accepted that includes terms and conditions.



# Banner Advertising

Banners

Ad Unit Size	Monthly	Annual
468x60 Banner – Top Page	\$300	\$250 per mo
300x250 Box Banner - Above Fold	\$350	\$300 per mo
120x60 Button Banner – Left Side	\$200	\$150 per mo
160x600 Banner – Left Skyscraper	\$350	\$300 per mo

\* All banners are Run of Site with a guarantee of 50,000 impressions per month.

Format: jpg, gif, or png. Third party ad serving accepted. Max size 50k.

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Sally Turk

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