












Teeing Up The Best For 2018

Join award-winning journalist Alan Hunter and golf fitness guru Mindi Boysen as they take the viewer on an weekly journey to the finest golf courses in North America and the Caribbean.

Our Reach

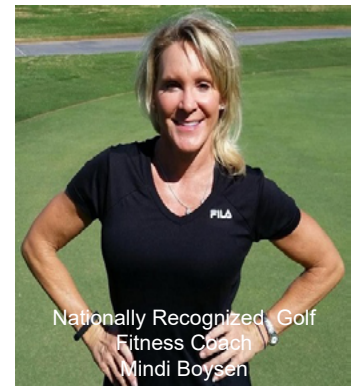
 Household Reach	84 million
 Market Coverage	130
 Total Episodes	52 per year

Our Demographics

 Median Age	48
 Median HHI	\$102,641
 Gender Male/Female	77% / 23%
 Education - Graduated College	35%
 Martial Status - Married	67%
 Home Ownership Own/Rent	76% / 24%



Award Winning Journalist
Alan Hunter



Nationally Recognized Golf
Fitness Coach
Mindi Boysen

Our Top 10 Golf Markets

Rank	Market	Station/Network
2	Los Angeles	KZGN-TUFF/FOX Sports
3	Chicago	WPVN-TUFF
4	Philadelphia	WMCN-TUFF/MASN
7	Washington, D.C.	MASN
9	Atlanta	WDNV-TUFF/FOX Sports
11	Tampa-St. Pete	FOX Sports
12	Phoenix	K38IZ-TUFF/FOX Sports
13	Detroit	WHNE-TUFF
15	Minneapolis-St. Paul	K47OQ-TUFF/Midco Sports
16	Miami-Ft. Lauderdale	WEYW-TUFF/FOX Sports
17	Denver	KHDT-TUFF



The Concession Golf Club featuring Jack Nicklaus

The Opportunity

Annual Sponsorships
Flighted Media Campaigns
Segment Integration & Activation

Golf America helps advertisers reach the right audience and deliver a better ROI. Interested in learning how we can help you?



Hole #6 Emerald Course - Wailea Golf Club, Maui

Program Facts

Years in Production	14
Golf Courses Featured/Filmed	600 plus
Notable Featured Courses	Casa de Campo - Dominican Rep Bail Hai - Las Vegas White Witch - Jamaica TPC Scottsdale - Arizona

Kudos

Nobody showcases golf and golf courses better - Golfer's Guide

What a great partnership - The Antigua Group

Just fantastic....Thanks - The Resort at Longboat Key Club

Media Representation



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RATE CARD

MEDIA INVESTMENTS

Spot buys	Cost per unit	
:15 units	\$2,000	
:30 units	\$3,500	
:60 units	\$7,000	
13-week campaign	Cost per unit	Cost per campaign
:15 units	\$1,800	\$23,400
:30 units	\$3,150	\$40,950
:60 units	\$5,950	\$81,900
26-week campaign	Cost per unit	Cost per campaign*
:15 units	\$1,700	\$44,200
:30 units	\$2,975	\$77,350
:60 units	\$5,950	\$154,700

Annual Campaign Sponsorship

- Two :30 Units per program @ 48 weeks/plus 4 bonus weeks
- Four bonus weeks
- Open & Close billboards
- One :10 mention within the program
- Brand/Category Exclusivity
- Weekly branded segment integration
- One banner ad on Golf America website and 30 banner ads on CyberLinksGolf.com
- A cross platform promotional campaign to include a golf getaway package for 4 to a Golf Resort Destination/TBD

Sponsorship cost: \$254,400

* Includes one 10 second mention within the program, 1 skyscraper ad on tvgolffshow.com and 20 skyscraper ads on Cyberlinksgolf.com

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