

Driving Traffic, Leads, and ROI.



GolfTrips.com is a network of golf sites featuring a directory of courses, golf destinations, travel articles, reader reviews, and stay and play packages. The network reaches local, regional, national, and international golfers.

Network - USA

AL: GolfAlabama.com	AK: GolfAlaska.com	AR: ArkansasGolf.com	AZ: ArizonaGolfer.com	CA: CAGolf.com
CO: GolfingColorado.com	CT: ConnecticutGolf.com	DE: GolfDelaware.com	FL: FloridaGolfer.com	GA: GolfingGeorgia.com
HI: HawaiiGolfCourses.com	ID: IdahoGolf.com	IL: IllinoisGolf.com	IN: IndianaGolf.com	IA: IowaGolf.com
KS: KansasGolf.com	KY: KentuckyGolf.com	LA: LouisianaGolf.com	ME: MaineGolf.com	MD: MarylandGolf.com
MA: GolfMassachusetts.com	MI: GolfMichigan.com	MN: MinnesotaGolf.com	MS: GolfMississippi.com	MO: GolfMissouri.com
MT: GolfingMontana.com	NE: GolfNebraska.com	NV: GolfNevada.com	NH: NewHampshireGolf.com	NJ: NJGolf.com
NM: GolfingNewMexico.com	NY: NYGolf.com	NC: NCGolf.com	ND: NorthDakotaGolf.com	OH: OhioGolf.com
OK: GolfOklahoma.com	OR: GolfOregon.com	PA: PennsylvaniaGolfer.com	RI: RhodeIslandGolf.com	SC: SCGolf.com
SD: SouthDakotaGolf.com	TN: GolfTennessee.com	TX: TexasGolf.com	UT: UtahGolf.com	VT: GolfVermont.com
VA: GolfVirginia.com	WA: WashingtonGolf.com	WV: GolfWestVirginia.com	WI: GolfWisconsin.com	WY: GolfWyoming.com



Network - International

Bahamas: GolfBahamas.com	Bermuda: GolfBermuda.com	Canada: PEIGolf.com	DR: GolfDominicanRepublic	England: EnglandGolfer.com
France: GolfFrance.com	Ireland: IrelandGolfer.com	Jamaica: GolfJamaica.com	Mexico: GolfMexico.com	Panama GolfPanama.com
Puerto Rico: GolfPuertoRico.com	Scotland: ScotlandGolfer.com	Wales: WalesGolf.com		

Network - City

Chicago: ChicagoGolf.com	Mesquite: GolfMesquite.com	Reno: GolfReno.com	Washington DC: DCGolf.com	
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Visitor Demographics

Gender

75% Male - 25% Female

Affluent

Household Income \$75,000+

Avid Golfers

12-20 Rounds Played Per Year



Frequent

Average 1-2 buddies golf trips per year.

Group Leaders

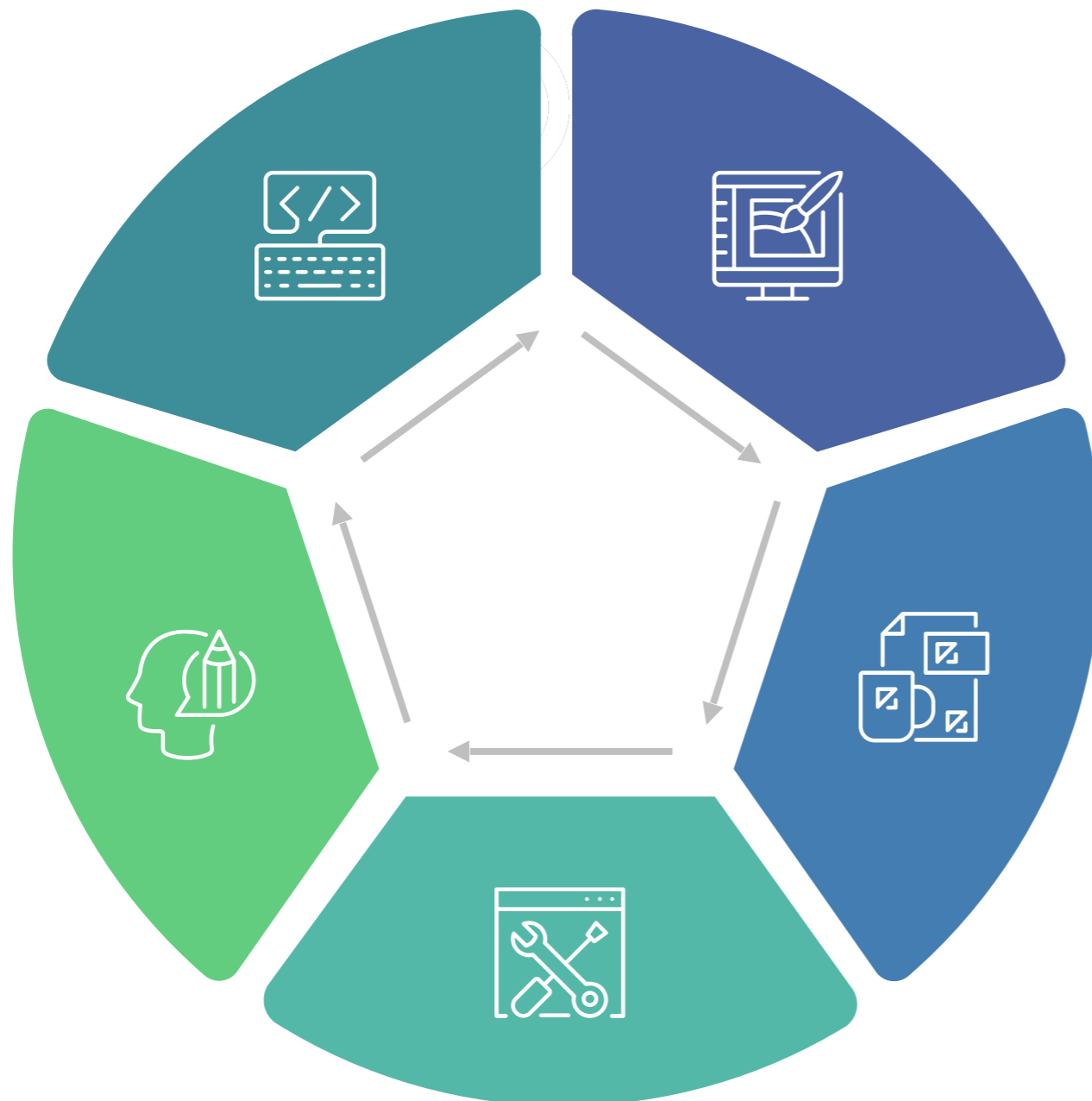
15% of our traffic is from golf group leaders or decision-

USA and

18% of our traffic is from Canada or International



Traffic and Traffic Sources



Traffic:

Cumulative Monthly Traffic: 150,000-200,000 Visitors
Cumulative Monthly Page Views: 600,000 Page Views
Average Visitor Length: 5 Minutes

Traffic Sources:

SEO And Keywords

Search engine optimization and keyword buying through Google, Bing and Yahoo.

Social Media

Social media campaigns promoting golf and golf travel.

Golf Shows

Presence at Midwest Golf Shows including - Milwaukee, Madison, Green Bay, Chicago, St Louis, Michigan and Minnesota.

Print Advertising

Advertising and advertorials in various golf and golf travel magazines.

Guest Appearances - Blog, Articles and Podcast

Promotion through guest appears on various radio shows, podcasts, blogs, and golf article circulation.

Banner Advertising

Ad Unit Size	Investment
300x250 Box Banner - Above Fold	<i>\$15 per CPM</i>
160x600 Banner – Left Skyscraper	<i>\$15 per CPM</i>
728x90 Banner – Top Header	<i>\$15 per CPM</i>
800x550 Banner – Home Page Takeover	<i>\$25 per CPM</i>

- All banners can be placed Run of Site and/or Geo-Targeted.
- Banners and ads are served via Google Ad Manager (Formerly Google Doubleclick). Acceptable file formats include images (gif, jpg, png), Campaign Manager Redirect URLs, HTML5 (zip file) and other third party ad serve code.
- CPM = cost per 1,000 banner impressions



Content Advertising

Content Advertising	<i>Investment</i>
Featured Home Golf Course/Destination/Trail/Packager	<i>\$200/Month</i>
Featured Advertorial/Article	<i>\$1000</i>
Featured Golf Package	<i>\$100/Month</i>
Featured Destination or Travel Section	<i>\$100/Month</i>
Featured Video/360° Virtual Tour	<i>\$250</i>
Featured Stay and Play Section	<i>\$100/Month</i>

Integrated content feels less like an internet ad and more like informative content. Content advertising drives traffic and results.





Lead Generation Advertising

Lead Generation Advertising

Stay and Play Packages

Golf Deals and Coupons

Golf Memberships and Gift Cards

Golf Outings

Golf Lessons

Weddings and Meetings

Lead generation fills the sales pipeline, provides tangible proof our websites are being utilized, and generates a high ROI. (Our Lead Generation is NOT a revenue share, 100% of revenue goes to the partner)





Email Advertising

Email Advertising	Investment
Stand Alone Email - 36,000+ Subscribers	\$750
Newsletter Feature - 36,000+ Subscribers	\$500
Email List Build Through Lead Generation	
Email List Build Through Birthday Club	
Email List Build Through Golf Deals	\$250

Email is one of the most powerful marketing tools. MailChimp is our list provider with open rate of 15-18% and a click through rate of 3-5%. Our subscribers consist of local golfers, traveling golfers and golf package trip leaders.

