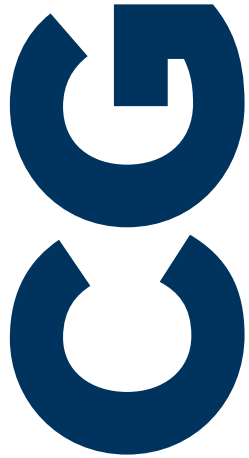
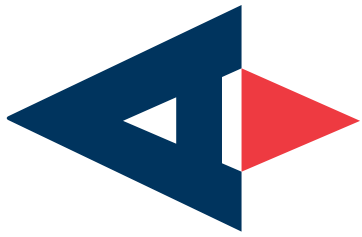


PGA 2023

MEDIA KIT

CCG



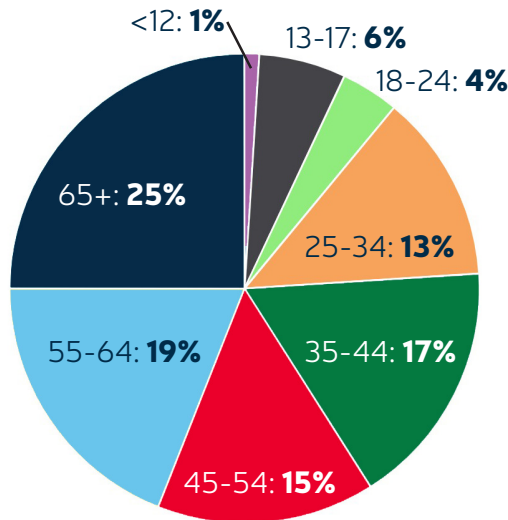


Membership at a Glance

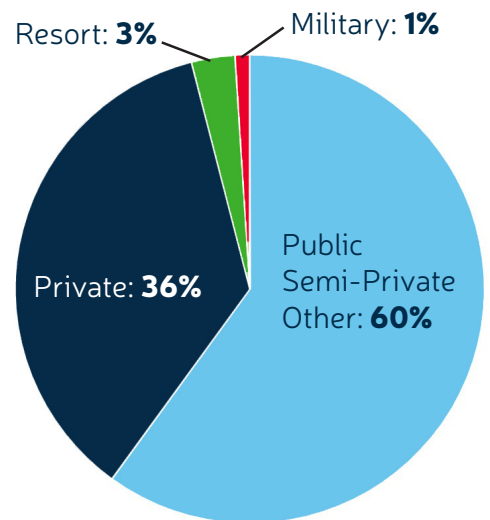
CGA Individual Members - 76,000 +
(Male - 75% | Female - 25%)

CGA Member Clubs - 589

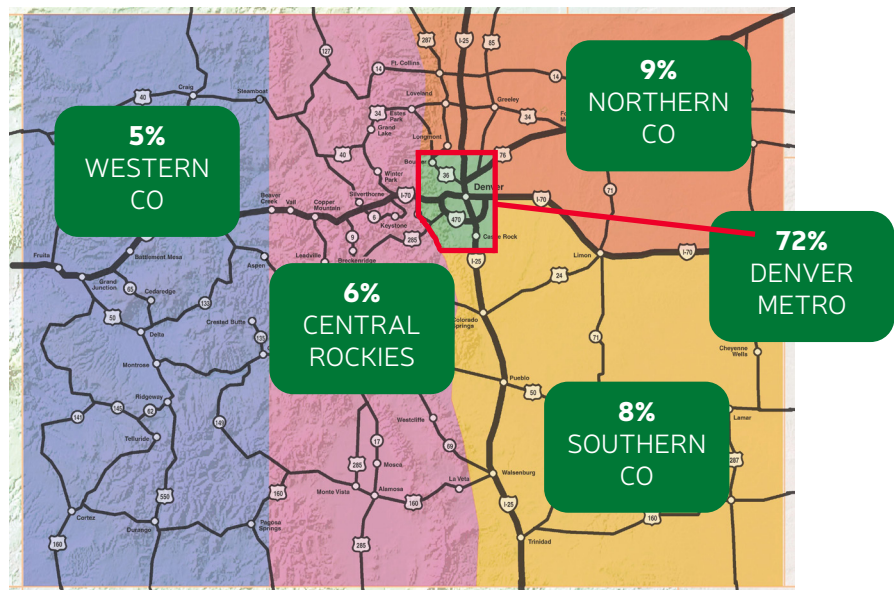
AGE



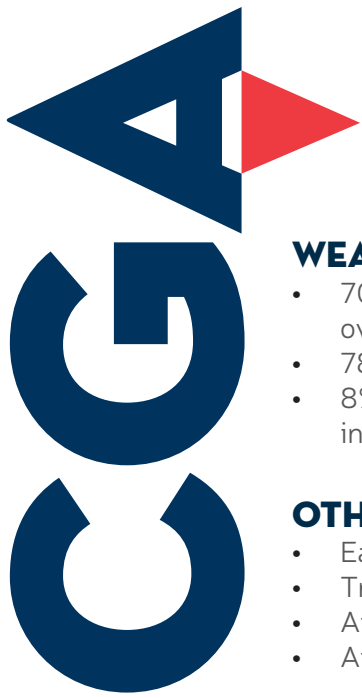
TYPE



REGION



COLORADO GOLF
ASSOCIATION



Membership Insights

WEALTHY AND WELL-EDUCATED

- 70% have a household income of over \$100,000.
- 78% have a bachelors degree or better.
- 8% live in the Top 10 wealthiest ZIP codes in Denver by median HHI.

OTHER ACTIVITIES ENJOYED

- Eating Out – 70%
- Travel – 62%
- Attend concerts/performing arts – 49%
- Attended local professional sports – 46%

BUYING TRENDS

- Most frequently buy from chain retailers in store or online.
- 53% players purchase golf items directly through the manufacturer.
- Callaway is the most popular golf brand.

MEDIA TRENDS

- 86% frequently watch cable/satellite TV.
- KUSA 9 News is most frequently watched.
- GolfChannel.com is most commonly read golf publication.
- 93% follow professional golf.

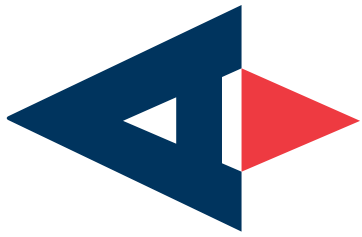
GOLF FOCUSED

- 73% players hold an Average Handicap Index under 20.0.
- 61% players more than 25 18-hole rounds a year.
- 80% have taken golf lessons.
- A PGA Professional at a golf course is where most people most frequently take lessons.
- 87% players have been a member for 11+ years.
- 94% said they play the game for fun
- 72% play for the social aspect of golf.

FAMILY ORIENTED

- 80% are married or in a domestic partnership.
- 80% of households have children.
- 73% of those have at least one child over 18.





Website: Global Banner Ad



UNIT

Global banner ad
{above footer}

SIZE

300x250

REACH

77,000 unique views/month

COST

\$500/month

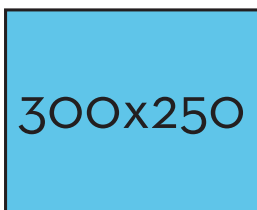
COLORADOGOLF.ORG

As the digital home for the CGA, **coloradogolf.org** provides members with access to their USGA Handicap and game management tools, exclusive discounts and offers, official access to CGA amateur championships and USGA qualifiers, opportunities to play Colorado's top courses and compete in fun net events, coverage of local golf news and editorial blogs, and engaging educational content including *Rules of Golf* and swing tip videos.

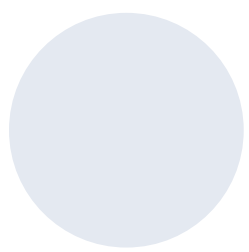
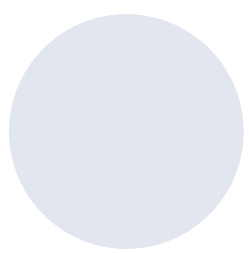
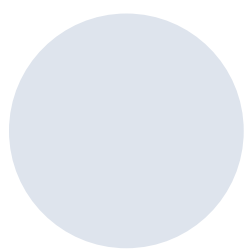
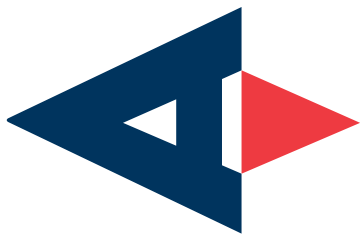


AD SPECS

Global banner ad
(72 dpi .jpg, .png, .gif)




COLORADO GOLF
ASSOCIATION





Member Insider e-Newsletter


The GHIN Handicap® newsletter, called the **CGA Member Insider**, is sent weekly to an average of over 68,000 members directly from GHIN (the USGA system). In addition to our members' most recent Handicap Index, these newsletters contain recent golf news, latest video episodes, featured member events and special offers.

**COLORADO GOLF**
ASSOCIATION


CGA MEMBER INSIDER

Presenting Partners |  


RULES OF GOLF VIDEO SERIES



CAN I REMOVE THESE EVEN IF MY BALL MOVES?

 **PLAY VIDEO**

COLORADO GOLF NEWS



FLOODGATES WIDE OPEN

Colorado native Jennifer Kupcho notches third victory in 15 weeks — best on the LPGA Tour this season — this time in team event with Lizette Salas

[- READ MORE](#)




COLORADO GOLF
ASSOCIATION




Member Insider: Video Ad

SIZE	SENT	OPENS	UNIQUE	OPEN %	COST*
750x422	57,800	72,300	41,461	70%	N/A*

*only available for sponsor packages

**COLORADO GOLF ASSOCIATION**


CGA MEMBER INSIDER

Presenting Partners |  

Mr. John D. Doe Jr.
GHIN Number: 999999


09/15/2022 Index Information: **14.5** HANDICAP INDEX
LOW H.I: 12.3

FEATURED CGA PARTNER



WHISTLING
S.T.R.A.I.T.S.

Discover the
KOHLER
Experience.
Kohler is a proud
partner of the CGA.

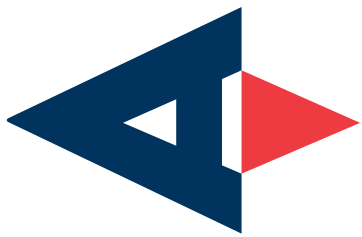
 **PLAY VIDEO**

VIDEO AD SPECS

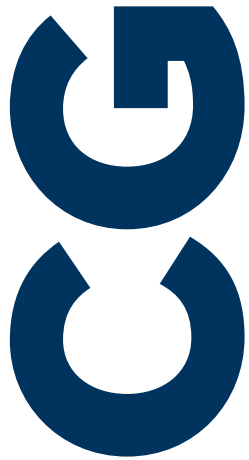
Video Ad (linked to video)
(72 dpi .jpg, .png, .gif)

750x422
16:9 ratio





Member Insider: Featured Offer



SIZE	SENT	TOTAL OPENS	UNIQUE	OPEN %	COST*
300x250	57,800	72,300	41,461	70%	\$500/email

FEATURED OFFER SPECS: 300X250 IMAGE PLUS TEXT

300x250 image ad for offer, plus additional text (75 word limit) and actionable hyperlink.

300x
250

Sample text,
Sample text
Sample text
Sample text

FEATURED MEMBER OFFER

Save 15% Off Rings



NAGINI Brand specializes in protecting your fingers. Their rings are tested and approved to withstand harsh conditions and blunt force. Tapered to fit all finger sizes. Enjoy our luxurious limestone neoprene and various sizes and thickness. Made in the USA. Washable, durable, and reusable. There's nothing else like it.

Get 15% off with code **NAGINI15** - [SHOP NOW](#)

FEATURED MEMBER OFFER

CGA Members Save 25%



CGA Members SAVE 25%

Enjoy 25% off all Classic Knit Headcover purchases at RocketTour.com including the CGA Collection. Boulder-based Rocket Tour Golf has been designing headcovers for avid golfers since 2004. Enjoy adding some classic style to your bag!

Take 25% off using Promo Code **CGAMEMBER** at checkout!
[SHOP NOW AND SAVE!](#)




COLORADO GOLF
ASSOCIATION




Member Insider: Banner Ad

SIZE	SENT	TOTAL OPENS	UNIQUE	OPEN %	COST*
750x93	57,800	72,300	41,461	70%	\$250/email

FEATURED MEMBER CLUB




Aspen Glen is located just 40 minutes from Aspen and is nestled between Glenwood Springs and Carbondale. This 7,400-yard Jack Nicklaus/Jack Nicklaus II golf course offers eight riverfront holes, where the 18th green is placed strategically among the flowing waters of the Roaring Fork River. Looking to play yourself? Head to our website to register for the Member Play Day on September 24!


[LEARN MORE](#)

ELECTRICITY IN ITS ULTIMATE FORM.

[Learn More](#)



THE **iX**
M60



The Ultimate **Electric**
Driving Machine

BANNER AD SPECS
(72 dpi .jpg, .png, .gif)

750x93





Advertorials/Press Releases

UNIT

News Post

SIZE

<2,500 words + image

REACH

Full Membership

COST

\$750

Advertorials and press releases for partners are posted within the “News” section on coloradogolf.org and made available to the 76,000+ membership base along with nonmembers. These posts will also appear on the **coloradogolf.org** home page when initially posted for 2-4 days, and will be referenced in the “news” section of the ensuing Member Insider eNewsletter. Content may include new releases, breaking industry news, and any additional information pertaining to the advertiser. News posts account for 90,000+ page views annually.

[PLAY](#) [MEMBERSHIP](#) [JUNIORS](#) [COMMUNITY](#) [COURSES](#) [NEWS](#) [RULES](#) [CALENDAR](#)



The Colorado Golf Association is partnering with Golf Life Navigators to bring you real estate listings of golf properties throughout the country and beyond. Listings featured here are located in North Carolina, Florida, Texas, and South Carolina. Golf Life Navigators has also donated two grand prize packages in our 2022 Dream Golf Vacation Raffle in Naples, FL and West Palm Beach, FL. You can find more information on those packages [HERE](#).



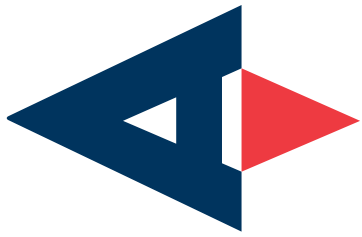


NOVEMBER GOLF HOME LISTINGS

Did you know, 85% of golfers in search of their future club community plan to combine the search with a golf home? With many Sun Belt clubs at a waitlist era and limited inventory of real estate for sale, we encourage you to leverage the resources of Golf Life Navigators. We work exclusively with Golf Certified Real Estate Agents who know golf, know real estate and can offer an expert view on the industry as a whole.

Arguably the biggest buying decision of your life, we have technology resources available, access to valuable data and best practices from past consumers who have used Golf Life Navigators. Once more, our nation-wide team are all (local) industry experts and will offer a transparent view of the marketplace. There is nothing better than spot-on technology and trust-worthy people on your side!





Dedicated Email Blast



TO FULL MEMBERSHIP

SEND	OPENS	OPEN %	CLICKS	COST
60,000	34,000	56%	1,350	\$2,500/email

SEGMENTED LISTS - COST: \$60/1,000

The CGA can send dedicated email blasts to segments of its membership for more focused campaigns. Geographically, there are 5 regions of the state already segmented, as well as custom segmentation by city/zip code. Additionally, we can segment by gender, or by private/public club affiliation.



DEDICATED EMAIL BLAST SPECS:

(provide HTML, or 72 dpi .jpg, .png, .gif)

600x
length
as needed



COLORADO GOLF
ASSOCIATION



CGA Monthly: Full Page Ad

SIZE	SEND	VISITS	PAGE VIEWS	CLICKS	COST
16.5" x 10.75"	43,315	2,900	16,800	550	\$500/issue

CGA MONTHLY MAGAZINE

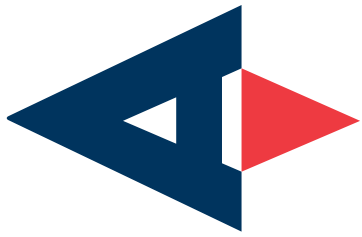
CGA Monthly Magazine is emailed to all active members on the first Sunday of each month. It is also posted on the website homepage.

SPECS

Full page ad- bleed 16.5" x 10.75"
Full page ad- trim 16" x 10.5"

Print-ready PDF or 300 dpi image file.





Advertisement Specs



WEBSITE

(72 dpi .jpg, .png, .gif)

Global banner ad

300x250

300x250



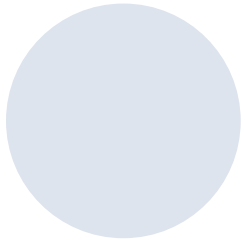
MEMBER INSIDER

(72 dpi .jpg, .png, .gif)

Video ad

750x422
16:9 Ratio

750x422



Featured offer

300x250+text
(75-word limit)

300x
250

Sample text,
Sample text
Sample text
Sample text



Banner ad

750x93

750x93



Sponsor ad

300x250

300x250



DEDICATED EMAIL BLAST

(HTML, or 72 dpi .jpg, .png, .gif)

Full page ad

600xlength as needed

e-Blast

600x
length
as needed



CGA MONTHLY MAGAZINE

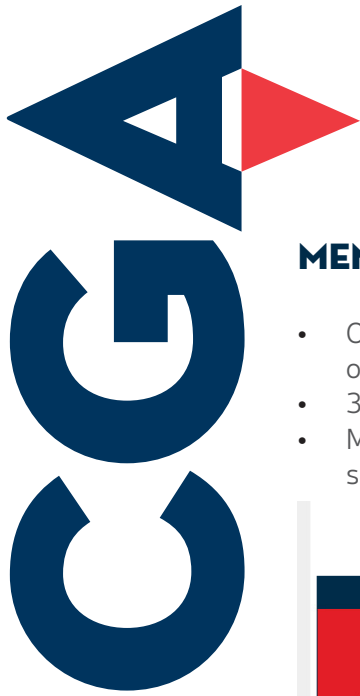
Full page ad- bleed 16.5" x 10.75"

Full page ad- trim 16" x 10.5"

Print-ready PDF or 300 dpi image file.



COLORADO GOLF
ASSOCIATION



Member Engagement

MEMBER ZONE PARTNERS

- Open to businesses / organizations who offer a discount on products/services, or another form of benefit or opportunity exclusive to CGA members.
- 39,000 annual logins to the Member Zone where benefits and USGA services are accessed.
- Member Zone partners are additionally promoted in CGA Member Zone emails and through social media posts.

MEMBER OFFERS AND DISCOUNTS

<p>Save up to 25%</p> <p>AVIS</p> <p>AVIS RENTAL CARS</p>	<p>EXPERIENCE TRUE LINKS GOLF ON THE OREGON COAST</p> <p>UNITED AIRLINES FLIGHTS</p> <p>HAVE RETURNED!</p> <p>BANDON DUNES</p>	<p>Save up to 25%</p> <p>BIRDIE BOTTLE</p> <p>BIRDIE BOTTLE</p>	<p>Save up to 25%</p> <p>Budget</p> <p>Car and Truck Rental</p> <p>BUDGET RENTAL CARS</p>
<p>15% Off Everything!</p> <p>CADDYDADDY</p> <p>CADDYDADDY GOLF</p>	<p>Members Save 10%!</p> <p>NEVER LOSE ANOTHER CLUB</p> <p>NEVER LOSE ANOTHER CLUB</p> <p>NEVER LOSE ANOTHER CLUB</p> <p>NEVER LOSE ANOTHER CLUB</p> <p>NEVER LOSE ANOTHER CLUB</p> <p>CLUB CATCHER</p>	<p>Save on Select Games!</p> <p>COLORADO AVALANCHE</p>	<p>AVIDGOLFER</p> <p>GET YOUR FREE 3 ISSUE TRIAL SUBSCRIPTION</p> <p>ORDER TODAY AND WE WILL MAIL YOU THE NEXT 3 ISSUES TO YOUR HOME AT NO CHARGE!</p> <p>COLORADO AVIDGOLFER</p>
<p>\$50 off for CGA Members!</p>	<p>Discounted Tickets!</p>	<p>20% off Green Fees</p>	

SOCIAL MEDIA

- 2,900+ Twitter followers
 - Over 75K monthly impressions.
- 3,000+ Facebook followers
 - Over 35K monthly impressions.
- 2,900+ Instagram followers.
- 125,000 YouTube views/year.
- Advertising opportunities available

Tweets from @ColoGolf

Follow



Colorado Golf Association @ColoGolf · Oct 4

On Monday, 30 club teams (4 players each) across the state came to try and take home the Women's Club Team Championship, which was being defended by the Foothills GC team with wins in 2020 and 2021.

coloradogolf.org/lakewood-count...



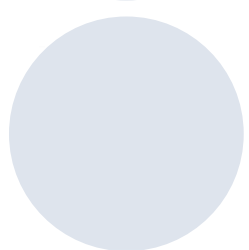
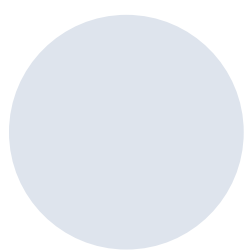
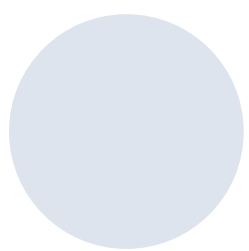
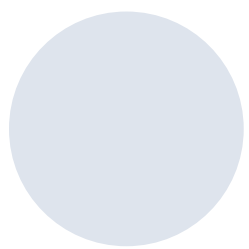
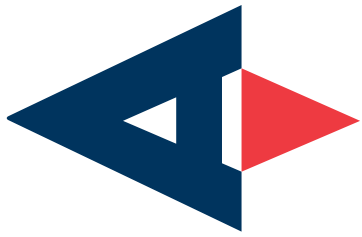
2



Colorado Golf Association @ColoGolf · Oct 4

Coral sand bunkers. Lush tropical landscaping. Abundant panoramic views. Their wide fairways offer a measure of forgiveness, but well-placed bunkers and demanding greens will test your skills. Have you





COLORADO GOLF
ASSOCIATION

For more advertising information

Contact:

Ryan Smith, Chief Development Officer

303.974.2108

rsmith@coloradogolf.org



Phone: 303.366.GOLF • Fax: 303.344.8229

Web: coloradogolf.org

5990 Greenwood Plaza Blvd. #102, Greenwood Village, CO 80111