MEMBERSHIP AT A GLANCE

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

CGA Member Clubs - 589

AGE

- <12: 1%
- 13-17: 6%
- 18-24: 4%
- 25-34: 13%
- 35-44: 17%
- 45-54: 15%
- 55-64: 19%
- 65+: 25%

TYPE

- Public: 36%
- Private: 36%
- Semi-Private: 6%
- Other: 60%
- Resort: 3%
- Military: 1%

REGION

- Western CO: 5%
- Central Rockies: 6%
- Northern CO: 9%
- Southern CO: 8%
- Denver Metro: 72%
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.
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)

<table>
<thead>
<tr>
<th>UNIT</th>
<th>SIZE</th>
<th>REACH</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global banner ad (above footer)</td>
<td>300x250</td>
<td>77,000 unique views/month</td>
<td>$500/month</td>
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</table>
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.
Member Insider: Video Ad

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<th>Sent</th>
<th>Opens</th>
<th>Unique</th>
<th>Open %</th>
<th>Cost*</th>
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<tbody>
<tr>
<td>750x422</td>
<td>57,800</td>
<td>72,300</td>
<td>41,461</td>
<td>70%</td>
<td>N/A*</td>
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</tbody>
</table>

*only available for sponsor packages

Video Ad specs

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

750x422
16:9 ratio
MEMBER INSIDER: FEATURED OFFER

**FEATURED OFFER SPECS:**
300x250 IMAGE PLUS TEXT
300x250 image ad for offer, plus additional text (75 word limit) and actionable hyperlink.

**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%**
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!](#)
<table>
<thead>
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<th>Size</th>
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<th>Unique</th>
<th>Open %</th>
<th>Cost*</th>
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<td>$250/email</td>
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**Member Insider: Banner Ad**

**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!

**Banner Ad Specs**

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

**750x93**
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.
Dedicated Email Blast

To Full Membership

<table>
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</thead>
<tbody>
<tr>
<td>60,000</td>
<td>34,000</td>
<td>56%</td>
<td>1,350</td>
<td>$2,500/email</td>
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</table>

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
### 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.

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<tbody>
<tr>
<td>16.5&quot; x 10.75&quot;</td>
<td>43,315</td>
<td>2,900</td>
<td>16,800</td>
<td>550</td>
<td>$500/issue</td>
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</table>

### 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

MEMBER INSIDER
(72 dpi .jpg, .png, .gif)
Video ad 750x422 16:9 Ratio
Featured offer 300x250+text (75-word limit)
Banner ad 750x93
Sponsor ad 300x250

DEDICATED EMAIL BLAST
(HTML, or 72 dpi .jpg, .png, .gif)
Full page ad 600xlength 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.
**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**

- **AVIS**
  - Save up to 25%
  - AVIS RENTAL CARS
  - 15% Off Everything!
  - CADDYDADDY GOLF
  - $50 off for CGA Members!

- **Budget**
  - Car and Truck Rental
  - Save up to 25%
  - BUDGET RENTAL CARS

- **Bandon Dunes**
  - Save up to 25%

- **Birdie Bottle**
  - Save on Select Games!

- **CADDYDADDY GOLF**
  - Members Save 10%!

- **CLUB CATCHER**
  - Never Lose Another Club
  - Never Lose Another Club
  - Never Lose Another Club
  - Never Lose Another Club
  - Never Lose Another Club

- **COLORADO AVALANCHE**
  - 20% off Green Fees

- **COLORADO AVIDGOLFER**
  - Discounted Tickets!

**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
Contact:
Ryan Smith, Chief Development Officer
303.974.2108
rsmith@coloradogolf.org