2021 MEDIA KIT

COLORADOGOLF.ORG
DIGITAL COMMUNICATIONS
DEDICATED EBLASTS
CGA MEMBER ZONE SPONSORSHIP
CGA MEMBERSHIP AT A GLANCE

CGA Individuals Members - 62,000 +  
(Male - 45,000  |  Female - 17,000)  
CGA Member Clubs - 600 +

AGE

TYPE

REGION

10% WESTERN SLOPE

11% CENTRAL MOUNTAINS

14% NORTHEAST

12% SOUTHEAST

12 and Under  |  13-17  |  18-24  |  25-34  |  35-44  |  45-54  |  55-64  |  65+

Phone 303-366-GOLF | Fax 303-344-8229 | Web coloradogolf.org
Address 5990 Greenwood Plaza Blvd. #102, Greenwood Village, CO 80111
CGA MEMBERSHIP INSIGHTS

WEALTHY AND WELL-EDUCATED
- Average age is 60 with 74% over the age of 55.
- 60% have a household income of over $100,000.
- 76% have a bachelors degree of better.
- 10% live in the Top 10 wealthiest ZIP codes in Denver by median HHI.
- 6% live in a ZIP with median home value over $500,000.

OTHER ACTIVITIES ENJOYED
- Eating Out – 84%
- Travel – 76%
- Attend concerts/shows/performing arts – 60%
- Attended local professional sports – 58%
- Attend a health club – 46%

BUYING TRENDS
- Most frequently buy from chain retailers in store.
- 90% typically buy their golf clubs new.
- Brand Loyalty in regards to clubs and balls.
- Only 13% have no preference in golf clubs.
- Only 10% have no preference in golf balls.
- Most frequently purchased items are clothing/ headwear and golf balls.

GOLF FOCUSED
- Average Handicap Index is 16.9 with 69% with an index under 20.0.
- 59% player more than 25 18-hole rounds a year.
- 81% have taken golf lessons.
- A PGA Professional at a golf course is where most people most frequently take lessons.
- Average member has been a member for over 11 years.
- 94% said they play the game for fun
- 70% play for the social aspect of the game.

FAMILY ORIENTED
- 82% are married or in a domestic partnership.
- 76% of households have children.
- 95% of those have at least 1 child over 18.

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.
ADVERTISING OPPORTUNITIES

COLORADOGOLF.ORG

As the digital home for the CGA, colorado golf.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, Colorado's most complete coverage of local golf news, and engaging educational content including Rules of Golf and swing tip videos.

UNIT | SIZE | REACH | COST
--- | --- | --- | ---
Home page strip ad (above fold) | 728 x 90 | 12,667 unique views/month | $1,000/month
Global banner ad (above footer) | 300x250 | 73,000 unique views/month | $1,000/month

For more advertising information contact Ryan Smith: 303-974-2108 | rsmith@coloradogolf.org
GHIN HANDICAP NEWSLETTER (E-REVISION)

UNIT | SIZE | SENT | OPENS | OPEN %
--- | --- | --- | --- | ---
Banner ad | 300x250 | 48,200/email | 52,000 | 108%

GHIN HANDICAP NEWSLETTER

The GHIN Handicap newsletter, called the CGA E-Revision newsletter, is sent four times per month to an average of over 48,000 members directly from GHIN (the USGA system).

Advertising Options:

FEATURED PARTNER AD

- Featured ad in CGA Newsletter. **COST:** $500
- Ad size options:
  - 300 x 250 with written copy
  - 750 x 250 graphic ad

PARTNER AD

- CGA advertising section adjacent revision scores. **COST:** $250/email
  - OR $750/month
- Ad size options:
  - 300 x 250
  - 2 - 4 ads per email

For more advertising information contact Ryan Smith: 303-974-2108 | rsmith@coloradogolf.org
DEDICATED EMAIL BLAST

TO FULL MEMBERSHIP

<table>
<thead>
<tr>
<th>CONTENT</th>
<th>SEND</th>
<th>OPENS</th>
<th>OPEN %</th>
<th>COST</th>
</tr>
</thead>
<tbody>
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<td>600w (length flexible)</td>
<td>45,000</td>
<td>15,000</td>
<td>35%</td>
<td>$2,500/email</td>
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SEGMENTED LISTS

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

COST: $60/1,000
MEMBER ZONE

FEATURED PARTNER AD

- Exclusive members-only area.
- 100,000 annual logins to the Member Zone where benefits and USGA services are accessed.

- Ad size options:
  - 300 x 250 with written copy

SOCIAL MEDIA

- 2,000+ Twitter followers
  - Over 70K monthly impressions.
- 2,000+ Facebook followers
  - Over 30K monthly impressions.
- 1,400+ Instagram followers.
- 231,000 YouTube views/year.