

2017 DIGITAL MEDIA OPTIONS

**REACH.
ENGAGEMENT.
RESULTS.**



A PROGRESSIVE DIGITAL PLAN

As a leading multi-media brand, Colorado AvidGolfer offers advertisers an opportunity to reach and engage with Colorado consumers through established channels in the digital space.

With a dominant niche position predicated on content authority and a reputation built over 15 years, our website, e-marketing and social media platforms sync together to focus on delivering dynamic content to the market.

With emphasis on providing fresh information about golf courses, instruction, news, personalities, gear, travel and lifestyle around the game of golf, Colorado AvidGolfer's digital platform provides a tactical way to deliver your advertising message!

AUDIENCE

Affluent and Well-Educated

MEDIAN AGE: 49

AVERAGE HOUSEHOLD INCOME: \$146,705

PARTNERS, OWNERS OR EXECUTIVES: 59%

COLLEGE EDUCATED: 92%

LIVE IN TOP 25 WEALTHIEST ZIP CODES IN METRO DENVER: 48%

MALE: 88%

FEMALE: 12%

Travel Savvy

WILL TAKE 2-3 GOLF VACATIONS WITHIN COLORADO: 59%

WILL TAKE 2-3 GOLF VACATIONS OUTSIDE OF COLORADO: 54%

Golf-Minded

MEMBER AT A PRIVATE CLUB: 52%

PLAYS GOLF AT RESORT COURSES: 53%

PLAYS MORE THAN 25 ROUNDS PER YEAR: 73%

POWER IN NUMBERS

Website

AVERAGE MONTHLY PAGE VIEWS: 42,000
(28% year-over-year increase)

AVERAGE MONTHLY UNIQUE VISITORS: 16,000
(38% year-over-year increase)

E-platform

OPT-IN E-SUBSCRIBERS: 35,000-40,000

REGULAR E-NEWSLETTER OPEN RATE: 21%

DEDICATED E-NEWSLETTER OPEN RATE: 21%-39%

Social Media

FACEBOOK FANS: 5,000
(30% year-over-year increase)

TWITTER FOLLOWERS: 2,000
(30% year-over-year increase)

INSTAGRAM FOLLOWERS: 1,000
(185% year-over-year increase)

CONTENT MARKETING

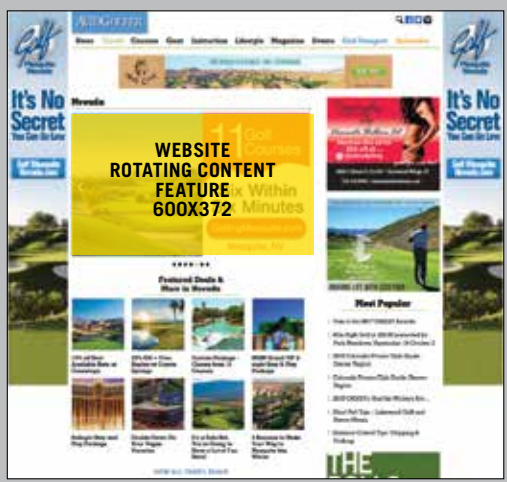
A strategic approach focused on creating and distributing valuable content with the purpose of attracting and retaining a targeted audience.
An ongoing process that puts emphasis on delivering information vs. “pitching the consumer” with the end result delivering profitable customer action.



WEBSITE CONTENT MARKETING POST

An online strategy to showcase your business through a tactical post featuring content about your business.

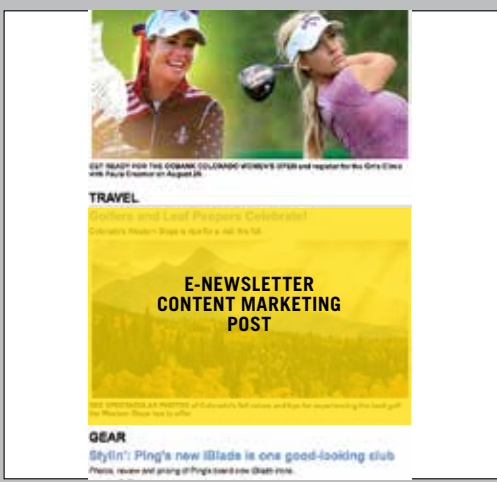
30-day campaign



WEBSITE ROTATING CONTENT FEATURE

A rotating feature on the website that can deliver video, imagery and content which will tease the customer to click for more info.

30-day campaign



E-NEWSLETTER CONTENT MARKETING POST

An e-marketing content post reaching 38,000 opt-in subscribers featuring a photo, teaser copy and text or video to drive engagement for your business.

Per e-newsletter



FACEBOOK CONTENT MARKETING POST

Engage and talk to our Facebook and Twitter audiences through a tactical post with photos, video and text regarding content about your business.

Per post

HIGH IMPACT STRATEGIES

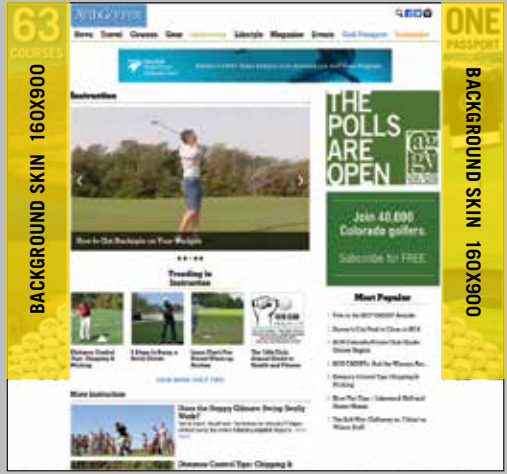
Impact-based advertising is designed to have a lasting psychological effect on the viewers, so that they will remember the product or vendor. This approach can help advertising produce the greatest results for a given expenditure. Impact-based advertising is a contrast to impression-based advertising. Impact-based advertising seeks to give the user something of value, whether that is entertainment or information, and create a positive association with the product or service advertised.



WEBSITE PAGE TAKEOVER SPONSORSHIP

A strategy designed to allow your brand to dominate a specific page on the website so that your brand message is associated every time users visit that page. Focused on brand awareness and connecting tissue between content covered and product advertised.

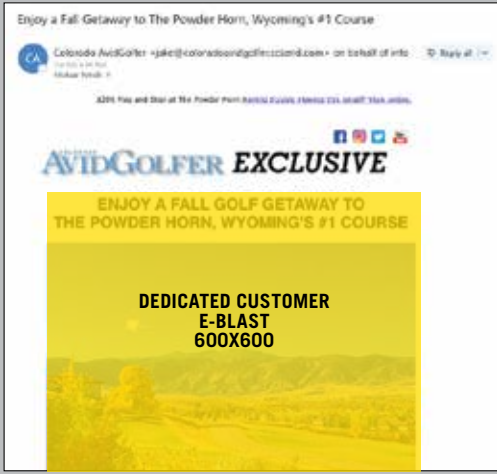
30-day campaign



WEBSITE BACKGROUND SKIN

A dominant strategy that allows your brand to bookend a specific page on the website for a quick click to conversion and/or for branding purposes.

30-day campaign



DEDICATED CUSTOMER E-BLAST

One of the most coveted marketing tactics, this strategy allows 100% share of voice in an email designed to promote your business and drive users to a website/landing page for conversion.

Per e-blast



SOCIAL MEDIA CONTEST CAMPAIGN

A social media tactic over the course of a segmented time frame that is designed to drive data collection for your business and to indirectly promote your services to our social media base.

30-day campaign

TRADITIONAL BANNER ADVERTISING

A form of advertising placed on a digital platform to be linked to the customer's website to help drive traffic and engagement. Based on branding and impressions served, this type of advertising can be effective for commerce-related interactions.

The screenshot shows a website layout with a yellow banner at the top that reads "TOP LEADERBOARD 728X90". Below the banner, there are various content sections including "Lifestyle", "MEDIUM RECTANGLE 300X250", "Best Popular", and "Foreways". A yellow box on the right side of the page indicates "HALF PAGE 300X600".

WEBSITE BANNER ADVERTISING

- TOP LEADERBOARD
- MEDIUM RECTANGLE
- HALF PAGE

30-day campaign

The screenshot shows an e-newsletter layout. At the top, there is a yellow banner for "LEADERBOARD 728X90" with a "BOOK NOW" button. Below this is the "COLORADO AVIDGOLFER" logo and the date "August 10, 2016". A large yellow banner in the center reads "BILLBOARD 600X300" and promotes a "Cordillera Golf Weekend". At the bottom, there is a "NEWS" section with the headline "Paula Creamer to Appear at Green Valley Ranch August 29".

E-NEWSLETTER BANNER ADVERTISING

- LEADERBOARD
- BILLBOARD

Per e-newsletter

The screenshot shows a digital magazine cover for "COLORADO AVIDGOLFER DIGITAL ISSUE". At the top, there is a yellow banner for "LEADERBOARD 728X90" with a "PLAY" button. The cover features a photo of a golfer and several headlines, including "STANDING TALL", "CAN CLIMATE CHANGE Affect Your Handicap?", and "GOOD OUT! FOOLPROOF SAND SHOTS".

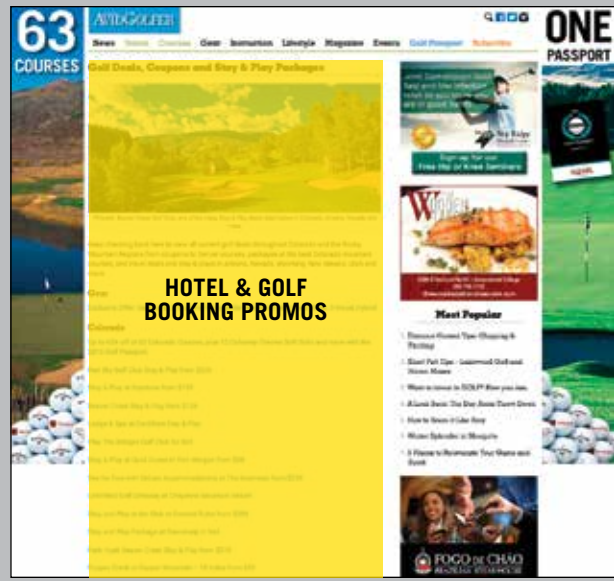
DIGITAL MAGAZINE BANNER ADVERTISING

- LEADERBOARD

Per issue

CLICK TO BOOK STRATEGIES

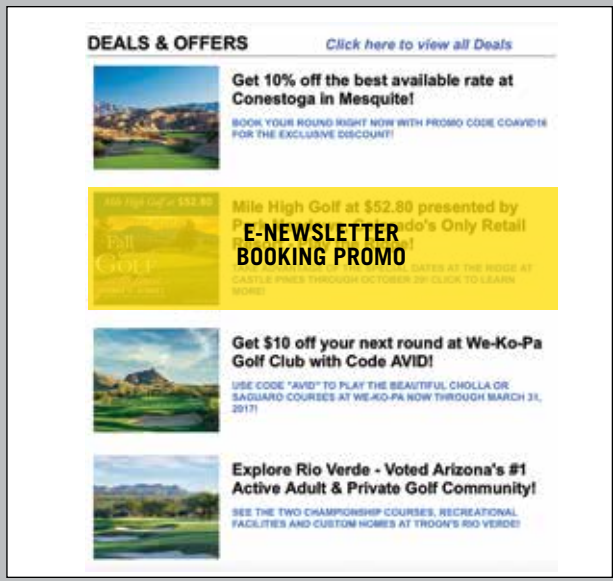
Opportunities focused solely on customer “click to book” strategies. Through photos, text, teaser and offers, these advertising components are designed for golf, hotel, resort and consumer based offers being showcased.



WEBSITE HOTEL & GOLF BOOKING PROMOS

Allows the golf course, hotel and or resort to showcase specific offersto the customers visiting these pages on our website. The offers are promoted and linked back to the client booking page.

30-day campaign



E-NEWSLETTER BOOKING PROMOS

Straight to the customer’s inbox through a channel they have opted-in to, clients promote specific offers designed to drive ROI.

Per e-newsletter



STRATEGIC FACEBOOK POST

One of the our coveted marketing tactics, this strategy allows 100% share of voice in an email designed to promote your businessand drive them to a website /landing page for conversion.

Per post