

2017



# Media Kit

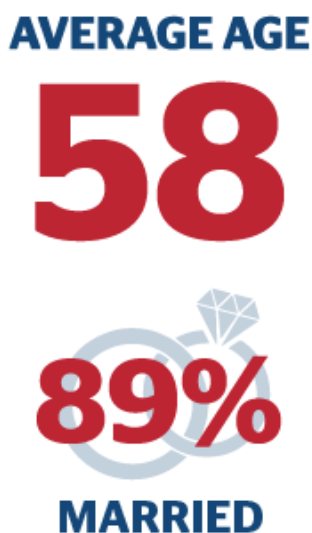
DIGITAL MARKETING  
GHIN eREVISIONS  
TXGA.org  
LONE STAR GOLF



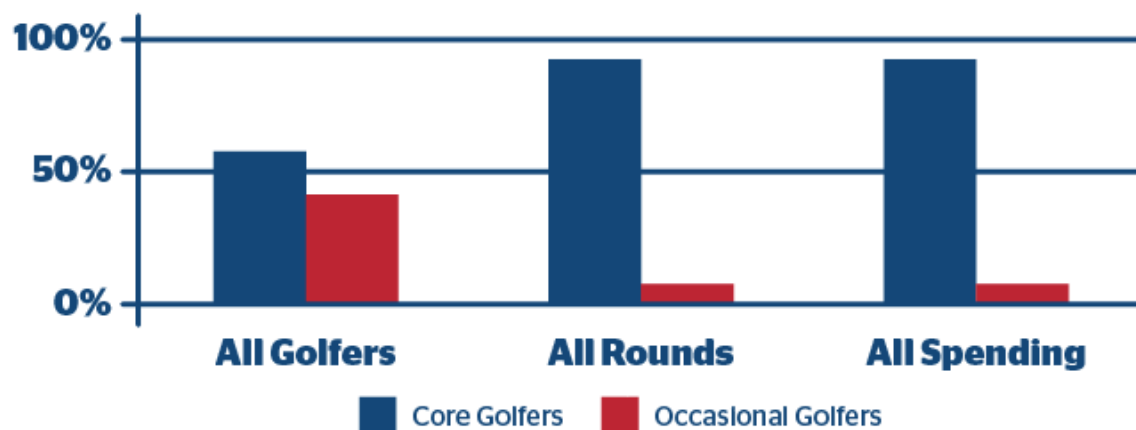
# MEMBERSHIP

Affluent. Active. Stable. Secure. Well-educated and passionate about golf. These are a few words that describe the makeup of the TGA Membership. With approximately **120,000 Individuals** and more than **500 public and private clubs**, our members are predominantly married men and women. Seventy-six percent of them are college graduates; 20% have Master's Degrees. With an **average age of 58**, TGA Members are in the prime earning - and spending - years of their lives.

TGA Members also represent what the National Golf Foundation considers "core golfers," who play at least eight rounds a year. Core golfers account for 55% of all golfers; however, **they're responsible for 94% of all golf spending and rounds played**. From membership, rounds of golf, equipment and apparel, TGA Members are the core golfers who move the needle in the multi-billion dollar golf industry. In short, our members are your perfect target audience.



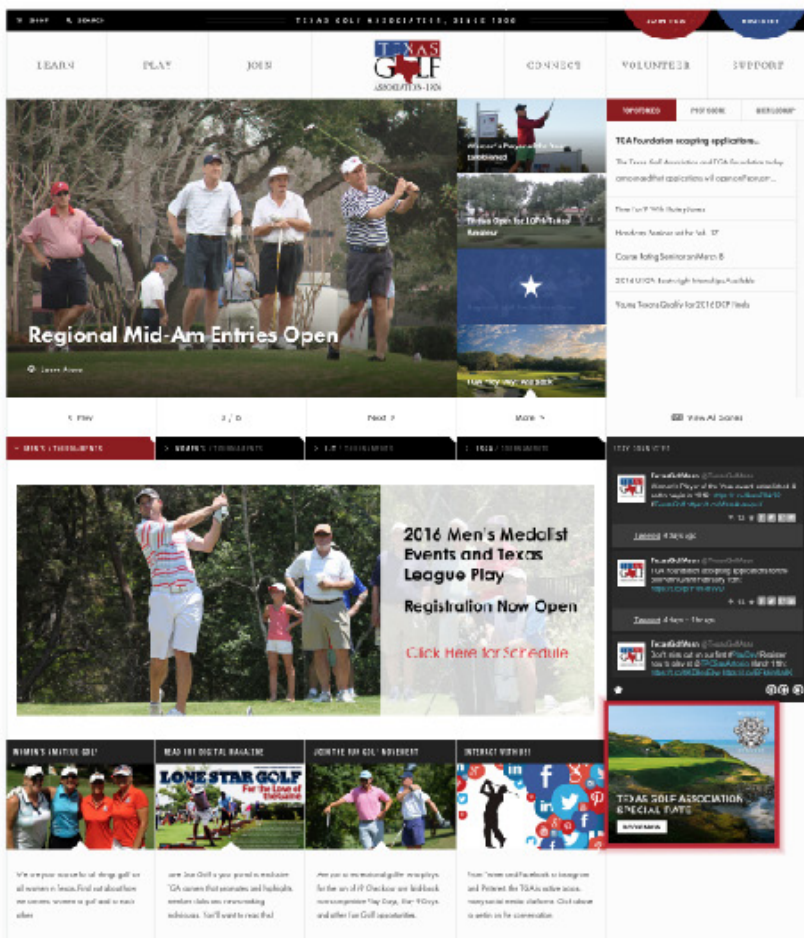
**National Golf Foundation**  
*Core v. Occasional Golfer Data*





# DIGITAL MARKETING

The TGA's variety of Digital Marketing Platforms covers the gamut of today's fast-paced communications. We offer exclusive eBlasts to shine a spotlight on a single specific product, service or offer. We have high-traffic website banner ads and full-page ads available in **Lone Star Golf**, our digital-only magazine filled with exclusive TGA content. We also offer ads in our GHIN Handicap Index eRevision emails that have an average total impression rate of more than 120%. These four digital marketing platforms give our valued marketing partners multiple avenues to convey their unique messages and offers.



## Standard Bundle Package: \$6,500

### INCLUDES:

- ★ 1 Exclusive eBlast
- ★ 1 GHIN eRevision ad
- ★ 1 Month (30 days) web banner ad
- ★ 1 Ad in **Lone Star Golf**



# DIGITAL MARKETING

## Exclusive eBlast: \$4,500

- ★ Dedicated eBlast to 78,000+ TGA Members
- ★ Open rates average 24-28%
- ★ 900 pixels wide by an unlimited height

Our most effective messaging delivery option, the Exclusive eBlast positions your special offer front and center to more than 78,000 high-wealth TGA Members who have all opted-in for these emails. With open rates well over national industry standards, the Exclusive eBlast gives you our responsive membership's undivided attention.



## GHIN eRevision ad: \$1,000

- ★ Twice-monthly email to 63,500+
- ★ Average impression rates exceed 120%
- ★ 300 pixels wide by 250 pixels tall

Our GHIN Handicap eRevisions offer the closest thing to a guarantee that your email ad will be seen. On the 1st and 15th each month, more than 63,500 TGA Members receive their updated handicaps. That's always something serious golfers are eager to see, and it helps the GHIN eRevisions register an average total impression rate of more than 120%.



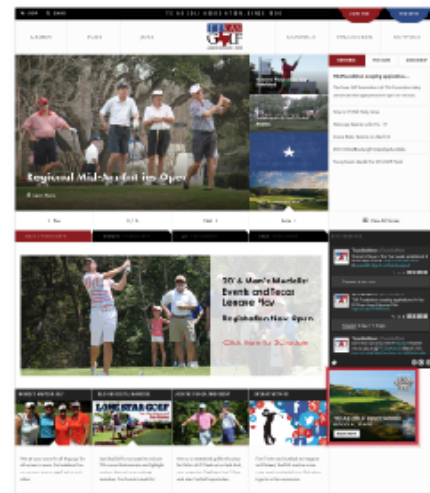


# DIGITAL MARKETING

## Website Banner: \$1,500/month

- ★ Ad appears on Homepage and 50+ other pages
- ★ 51,000+ sessions & 202,000+ page views per month
- ★ 2.42 million page views annually
- ★ 300 pixels wide by 250 pixels tall

Our website, txga.org, is the go-to place for all things amateur golf in Texas. Your hyperlinked ad appears on more than 50 pages including the Homepage, on a page-refresh system.



## Lone Star Golf: \$1,000 per ad

- ★ Emailed to 73,000+ six times a year
- ★ Includes exclusive TGA content
- ★ 7.11 inches wide by 9.48 inches tall
- ★ Open rates average 21-23%

Now in its fourth year of publication, "the digital magazine" for Texas golfers is distributed to more than 73,000 members six times a year. Complete with photo slideshows, videos and other multimedia features, the TGA tells its stories, promotes events and highlights the people and places that support our mission in *Lone Star Golf*.

