



Carolina's Golf Association

Serving Amateur Golf in the Carolinas Since 1909

www.carolinasgolf.org | 910.673.1000 | @cgagolf1909

Digital Media Kit - 2020



DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

CGA MEMBER DEMOGRAPHICS

GOLF PROFILE

- Play an average of 84 golf rounds annually. 24% play 100+ rounds each year.
- 91% have been playing golf for more than 10 years.
- 92% are members of private/semi-private clubs.
- Average handicap index is 14.4.
- 78% have taken at least one golf vacation in past 12 months.
- Play an average of 14 different golf courses each year.

SPENDING HABITS

- 50% spend more than \$500 annually on golf equipment and apparel.
- 83% are home owners. 14% own more than one home.
- 50% own homes with values > \$200,000.
- 45% have an annual household income > \$100,000.

BREAKDOWN

- 78% Male, 22% Female.
- Average age is 56.
- 85% are married.
- 80% have attended college. 20% have a master's degree.



** data based on a 2018 survey of 6,858 Carolinas golfers.*

To advertise, please contact Jackson Sveen: (910) 673-1000 | media@carolinasgolf.org

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DEDICATED e-BLAST

This represents the best and most thorough method for delivering your message. The CGA can send a separate e-Blast to its list of approximately 100,000 e-mail addresses, completely dedicated to your company. The e-Blast must contain a special offer to CGA members. You provide the HTML or image file, and we'll send it out. A CGA banner is added to top of email. Advertiser has final approval before email is sent.

SIZE	REACH	COST/DURATION	OPEN RATE
826 px wide	approx. 100,000	\$6,500/blast	33% average

CGA MEMBER CLUB – DISCOUNTED PRICING

\$3,250/blast 50% savings



e-Blast example

WEBSITE BANNER AD

SIZE	REACH	COST/DURATION
280 x 120 px with link	135,000 unique visitors/mo - 175,000 views/mo	\$2,000/mo

This option is great for the client who wants to reach the largest audience of both CGA members and non-members.

Formats: JPG, GIF, PNG. No flash.
Destination URL for banner must be provided.



CGA website banner ad example.

CGA MEMBER CLUB – DISCOUNTED PRICING

\$1,000/mo 50% savings

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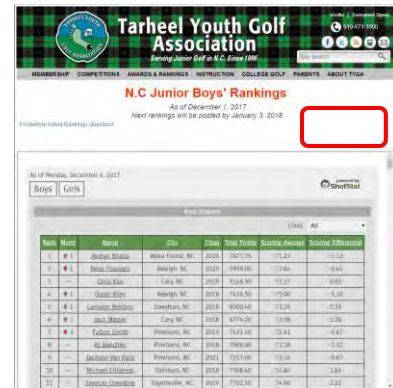
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TYGA WEBSITE BANNER ADS – RANKINGS & SCHEDULE PAGES

SIZE	REACH	COST/DURATION
280 x 120 px with link	13,000 unique visitors/mo - 156,000 views/year	\$100/mo \$1,000/year

This option is great for the client who wants to reach junior golf members, their parents and coaches. The banner ad appears on the N.C. Junior Boys' and Girls' Rankings pages, as well as the TYGA tournament schedule.

Formats: JPG, GIF, PNG. No flash.
Destination URL for banner must be provided.



CGA MEMBER CLUB – DISCOUNTED PRICING

\$75/mo	25% savings
\$750/year	25% savings

CGA DIGITAL SPONSORSHIPS - BUNDLE PACKAGE PRICING

Product	1 YEAR \$60,000 (18% savings)	½ YEAR \$30,000 (12% savings)	¼ YEAR \$15,000 (12% savings)
DEDICATED e-BLAST	5	2	1
WEBSITE BANNER	1 year	6 months	3 months
GHIN NEWSLETTER (banner ad)	24 e-Newsletters	12 e-Newsletters	6 e-Newsletters

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