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
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.

<table>
<thead>
<tr>
<th>SIZE</th>
<th>REACH</th>
<th>COST/DURATION</th>
<th>OPEN RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>826 px wide</td>
<td>approx. 100,000</td>
<td>$6,500/blast</td>
<td>33% average</td>
</tr>
</tbody>
</table>

CGA MEMBER CLUB – DISCOUNTED PRICING

$3,250/blast  50% savings

WEBSITE BANNER AD

<table>
<thead>
<tr>
<th>SIZE</th>
<th>REACH</th>
<th>COST/DURATION</th>
<th>OPEN RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>280 x 120 px</td>
<td>135,000 unique visitors/mo - 175,000 views/mo</td>
<td>$2,000/mo</td>
<td>33% average</td>
</tr>
</tbody>
</table>

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 MEMBER CLUB – DISCOUNTED PRICING

$1,000/mo  50% savings

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DIGITAL MEDIA KIT – CAROLINAS GOLF ASSOCIATION

TYGA WEBSITE BANNER ADS – RANKINGS & SCHEDULE PAGES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>REACH</th>
<th>COST/DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>280 x 120 px with link</td>
<td>13,000 unique visitors/mo - 156,000 views/year</td>
<td>$100/mo - $1,000/year</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Product</th>
<th>1 YEAR</th>
<th>½ YEAR</th>
<th>¼ YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$60,000</td>
<td>$30,000</td>
<td>$15,000</td>
</tr>
<tr>
<td></td>
<td>(18% savings)</td>
<td>(12% savings)</td>
<td>(12% savings)</td>
</tr>
<tr>
<td>DEDICATED e-BLAST</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>WEBSITE BANNER</td>
<td>1 year</td>
<td>6 months</td>
<td>3 months</td>
</tr>
<tr>
<td>GHIN NEWSLETTER (banner ad)</td>
<td>24 e-Newsletters</td>
<td>12 e-Newsletters</td>
<td>6 e-Newsletters</td>
</tr>
</tbody>
</table>

CAROLINAS GOLF ASSOCIATION
140 RIDGE ROAD
SOUTHERN PINES, NC 28387
910-673-1000
media@carolinasgolf.org
www.carolinasgolf.org

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