

# Sales Rates & Information

- 20 Years Advertising to the Golf Community
- 15 Years Providing Golf and Lodging Services
- Providing Print & Web Advertising Opportunities



## Bringing Golfers to You in **FOUR** Ways:

- 1 Online via [www.GolfinginMichigan.com](http://www.GolfinginMichigan.com), Facebook, and our blog** - thousands of hits per year prove that golfers are visiting our website and Facebook page to find the best places to golf and travel in Michigan!
- 2 Opportunity to reach nearly 25,000 golfers via our monthly e-newsletter** featuring our partner properties.
- 3 Publication with your ad is mailed to 100,000 subscribers** of the leading national golf magazines PLUS **25,000** distributed at major golf shows.
- 4 Sending golfers directly to you** through our Golfing in Michigan Travel Division - Michigan's only major golf and lodging packaging service.

### Internet Facts - Golf and the Web

- 90%+ of golfers use the internet regularly
- 67% purchase products or services on-line
- 58% research travel information and services via the internet
- 57% book travel services on-line

## Did You Know That Golfing in Michigan . . .

... has provided the best available information about Michigan golf on the web for 10 years?

... pops up at the top on Internet search engines?

... provides golfers from all over the country the most comprehensive information on Michigan golf and the most convenient way to book a Michigan golf package?

... has generated an email database of nearly 25,000 names that receives bi-monthly e-newsletters to keep golfers interested all year round?

... has a target market that includes households with an income of \$150,000 or more annually?

... has booths at many golf tradeshow where we meet fellow golf business owners, golf enthusiasts and golf travelers?

*"I've always advertised in Golfing in Michigan. Their easy to use format and huge distribution to qualified prospects gives great value for my ad dollars. They do much better than competitors. Golfing in Michigan has had a lot to do with our success."*

**David Hill, Director of Golf, The Chief/Hawk's Eye**

*"Over the years, I have marketed golf for several of Michigan's premier golf resorts and continually relied on Golfing in Michigan for proven results. We have tracked, analyzed and measured it. It works. Over the sixteen years that Golfing in Michigan has been produced, several companies have tried to imitate it....all have failed to get Golfing in Michigan's results."*

**Jim McIntyre, Owner, Loon River Publications**

**Both  
Web & Print  
Opportunities  
Available!  
Call for  
Details**

**SPACE RESERVE: 4 Weeks Prior to Posting** • **MATERIALS DUE: 3 Weeks Prior to Posting**

## INTERNET MEDIA PACKAGES - *YOUR BEST VALUE!*

EAGLE			
1 Year <small>50% by 11/15</small> <b>\$1,500</b>	1 Year <small>After 11/15</small> <b>\$1,800</b>	2 Year <b>\$2,750</b>	3 Year <b>\$3,800</b>
<ul style="list-style-type: none"> <li>• 2 blog articles</li> <li>• 2 months featured package rotation on home web page</li> <li>• 3 e-newsletter ads &amp; 1 feature article</li> <li>• 4 Facebook highlights</li> </ul>			

BIRDIE			
1 Year <small>50% by 11/15</small> <b>\$800</b>	1 Year <small>After 11/15</small> <b>\$950</b>	2 Year <b>\$1,450</b>	3 Year <b>\$2,000</b>
<ul style="list-style-type: none"> <li>• 1 blog article</li> <li>• 2 months banner ad rotation on home web page</li> <li>• 1 email newsletter ad</li> <li>• 2 Facebook highlights</li> </ul>			






PAR			
1 Year <small>50% by 11/15</small> <b>\$200</b>	1 Year <small>After 11/15</small> <b>\$250</b>	2 Year <b>\$385</b>	3 Year <b>\$500</b>
<ul style="list-style-type: none"> <li>• 1 email newsletter ad</li> <li>• 2 Facebook highlights</li> </ul>			

## INTERNET MEDIA INDIVIDUAL SERVICES

GIM Website		Month	Quarter	Semi-Annual	Annual
	Home Page				
	Single Tile	\$350	\$900	\$1,650	\$2,990
	Double Tile	\$600	\$1,500	\$2,850	\$4,990
	Banner				
	Ads Rotating	\$350	\$890	\$1,680	\$2,730
	Exclusive	\$750	\$1,950	\$3,500	\$5,990
	Feature Ad Home Page				
Center Page, Rotating	\$500	\$1,275	\$2,400	\$3,900	

Other Media		One Issue	2 Issues	6 Issues	12 Issues	24 Issues
	E -Newsletter Ad Tile	\$350	\$650	\$1,650	\$2,730	\$5,040
	E-Newsletter Article	\$175	\$325	\$925	\$1,950	\$3,800
	Blog Article	\$150	\$275	\$775	\$1,475	\$3,200
	Facebook Highlight	\$50	\$80	\$250	\$500	\$1,000

Company	Will you need help with ad creation?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
Contact Name	Position			
Address	Phone	Fax		
City/State	Zip	Email		

<b>CREDIT CARD INFORMATION</b> (Please Circle One)	Credit Card #:	Exp. Date:
    	Signature:	

<b>ADVERTISER SIGNATURE:</b> X	Printed Name:	Date:
<b>GOLFING IN MICHIGAN SIGNATURE:</b> X	<b>TOTAL DUE: \$</b>	

The above signed advertiser agrees to enter into a contract for advertising with GIM. The terms of the contract are as follows: 1.) GIM will place the display advertisement following the terms of this Insertion Order. 2.) Computer files will be supplied by the undersigned to GIM no later than the materials due date listed above. Other arrangements will be made if the above signed requires creative work. Contact GIM for current rates. No charge for ads produced by GIM per our formats. **DIGITAL AD SUBMISSION IS REQUIRED.** JPEG or PNG required, 72 DPI, RGB. See [www.golfinginmichigan.com/advertising/submissions/](http://www.golfinginmichigan.com/advertising/submissions/) for other acceptable software and more file preparation details.