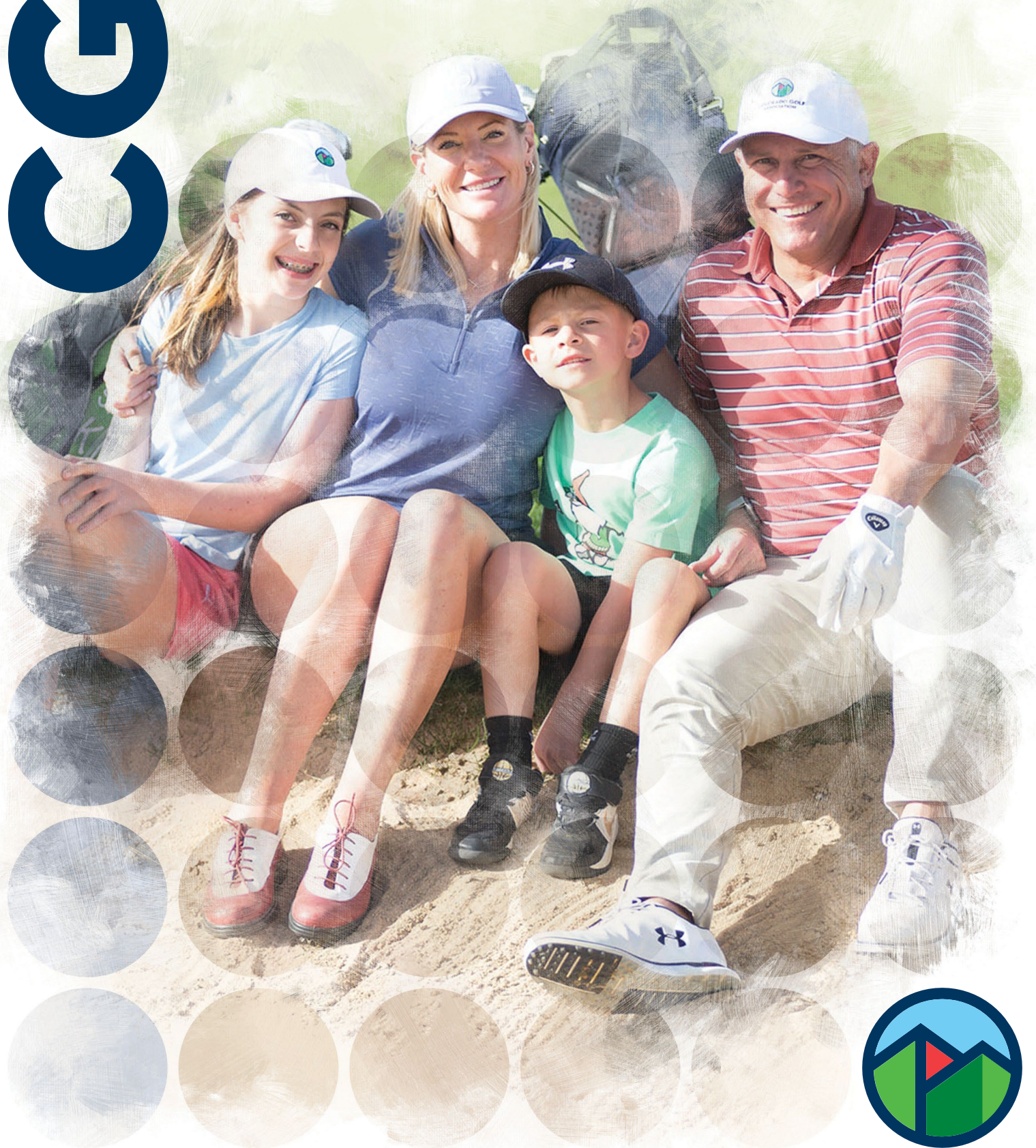


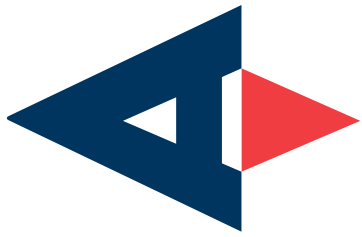
# CGA 2024

Media Kit

CGA





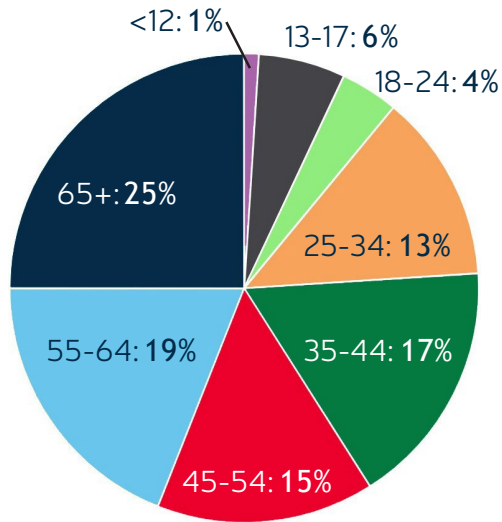


# Membership at a Glance

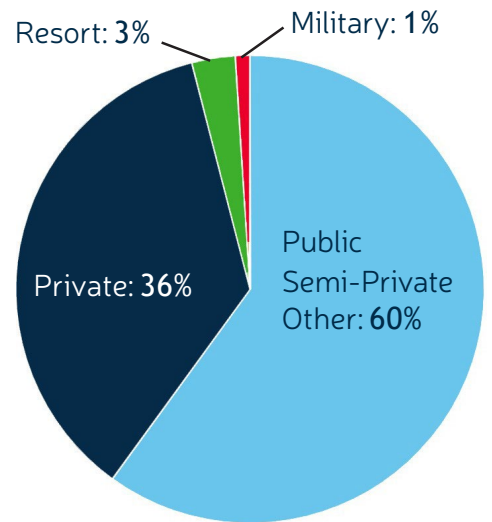
CGA Individual Members - 92,000 +  
(Male - 75% | Female - 25%)

CGA Member Clubs - 683

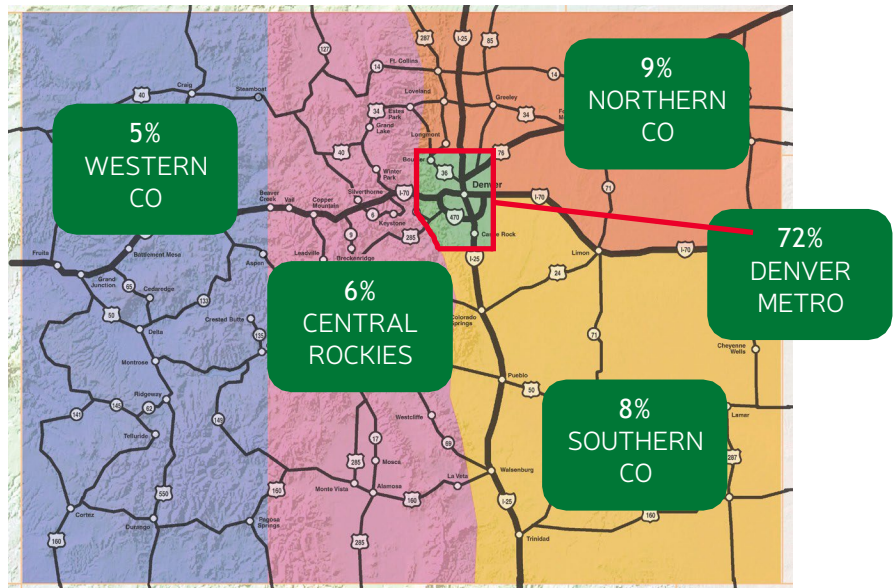
## AGE

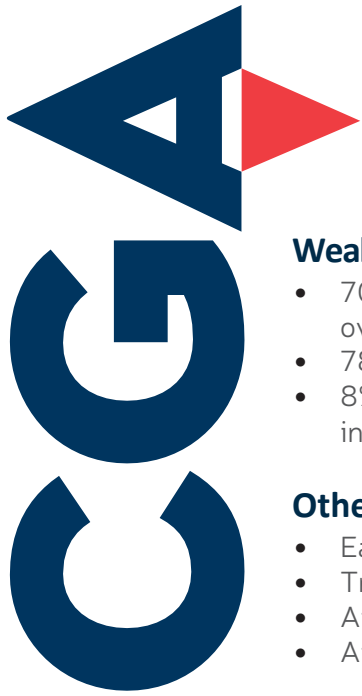


## TYPE



## REGION





# Membership Insights

## Wealthy and Well-Educated

- 70% have a household income of over \$100,000.
- 78% have a bachelors degree or better.
- 8% live in the Top 10 wealthiest ZIP codes in Denver by median HHI.

## Other Activities Enjoyed

- Eating Out – 70%
- Travel – 62%
- Attend concerts/performing arts – 49%
- Attended local professional sports – 46%

## Buying Trends

- Most frequently buy from chain retailers in store or online.
- 53% players purchase golf items directly through the manufacturer.
- Callaway is the most popular golf brand.

## Media Trends

- 86% frequently watch cable/satellite TV.
- KUSA 9 News is most frequently watched.
- GolfChannel.com is most commonly read golf publication.
- 93% follow professional golf.

## Golf Focused

- 73% players hold an Average Handicap Index under 20.0.
- 61% players more than 25 18-hole rounds a year.
- 80% have taken golf lessons.
- A PGA Professional at a golf course is where most people most frequently take lessons.
- 87% players have been a member for 11+ years.
- 94% said they play the game for fun
- 72% play for the social aspect of golf.

## Family Oriented

- 80% are married or in a domestic partnership.
- 80% of households have children.
- 73% of those have at least one child over 18.





# Website: Global Banner Ad

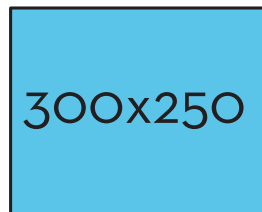
As the digital home for the CGA, **coloradogolf.org** provides members with access to their USGA Handicap and game management tools, exclusive discounts and offers, official access to CGA amateur championships and USGA qualifiers, opportunities to play Colorado's top courses and compete in fun net events, coverage of local golf news and editorial blogs, and engaging educational content including *Rules of Golf* and swing tip videos.

UNIT	SIZE	REACH	COST
Global banner ad {above footer}	300x250	77,000 unique views/month	\$500/month

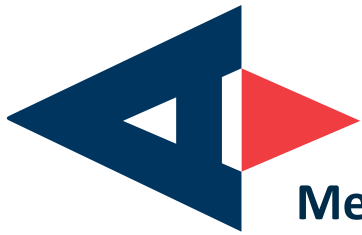


## Ad specs

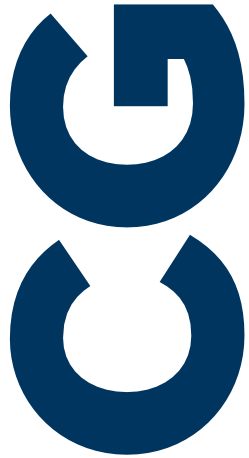
Global banner ad  
(72 dpi .jpg, .png, .gif)







# Member Engagement



## Member Zone Partners

- Open to businesses / organizations who offer a discount on products/services, or another form of benefit or opportunity exclusive to CGA members.
- 39,000 annual logins to the Member Zone where benefits and USGA services are accessed.
- Member Zone partners are additionally promoted in CGA Member Zone emails and through social media posts.

### MEMBER OFFERS AND DISCOUNTS

**USGA** 1894 Club Offer  
Colorado Golf Association Members  
Join the USGA today for only \$40.

1894 CLUB - USGA MEMBERSHIP OFFER

Save up to 25%

AVIS RENTAL CARS

15% OFF SITE-WIDE!

BIRDIE BALL

Save up to 25%

BIRDIE BOTTLE

Save up to 25%

BUDGET RENTAL CARS

The Best Warranty in Golf  
20% off Everything  
Code **CGA**  
Rate Range Excludes

CADDYDADDY GOLF

Save on Select Games!

COLORADO AVALANCHE

COLORADO AVIDGOLFER  
GET YOUR FREE 3 ISSUE TRIAL SUBSCRIPTION

ORDER TODAY AND WE WILL MAIL YOU THE NEXT 3 ISSUES TO YOUR HOME AT NO CHARGE!  
CLICK HERE TO SUBSCRIBE WITH COUPON CODE CGA18AL

COLORADO AVIDGOLFER MAGAZINE

\$50 off for CGA Members!

COLORADO GOLF FITNESS CLUB

Discounted Tickets!

COLORADO RAPIDS

10% off all golf tournament services!

- Course Negotiation
- Contract Review
- Registration Build-out
- Payment Processing
- Targeted Advertising
- Concierge Services
- Custom Collateral
- Live Scoring
- Day-of Assistance
- Corporate Events

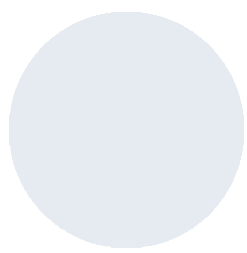
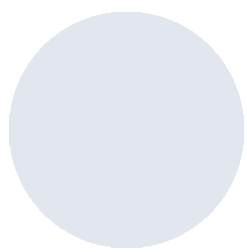
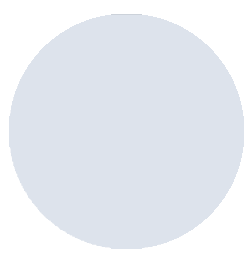
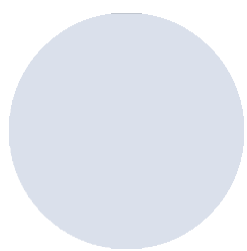
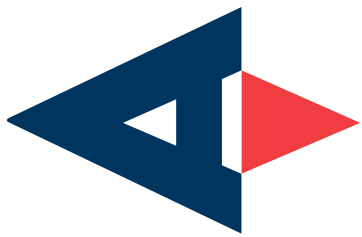
COLORADO UNDER PAR

20% off Green Fees

**COMMONGROUND**  
HOME OF THE CGA

COMMONGROUND HOME OF THE CGA





**COLORADO GOLF ASSOCIATION**

# Member Engagement **Social Media**

## Instagram:

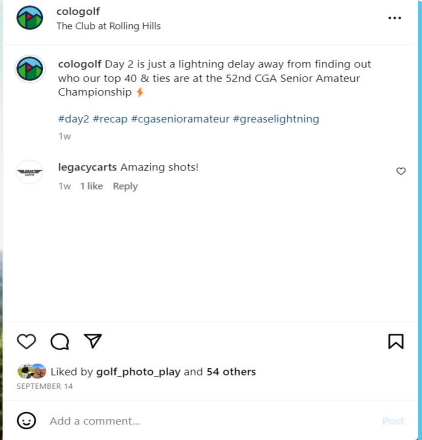
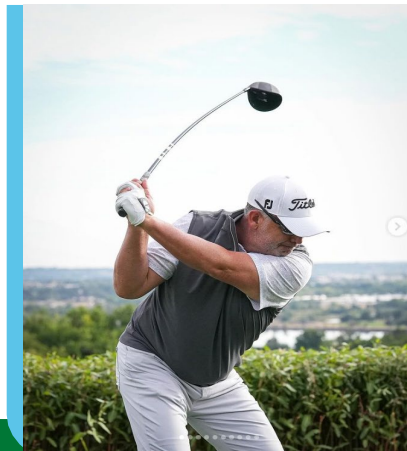
**Followers** 5,000+    **Monthly Impressions** 100,000

## Twitter/X:

**Followers** 5,000+    **Monthly Impressions** 50,000

## Facebook:

**Followers** 3,000+    **Monthly Impressions** 300,000



### Tweets from @ColoGolf

Follow



**Colorado Golf Association** @ColoGolf · Oct 4  
On Monday, 30 club teams (4 players each) across the state came to try and take home the Women's Club Team Championship, which was being defended by the Foothills GC team with wins in 2020 and 2021.

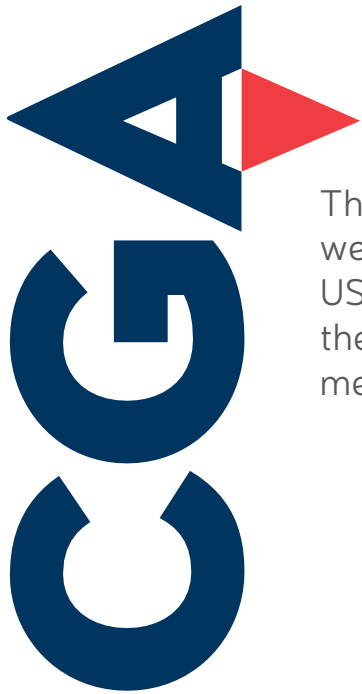
[coloradogolf.org/lakewood-count...](http://coloradogolf.org/lakewood-count...)



2 likes



**Colorado Golf Association** @ColoGolf · Oct 4  
Coral sand bunkers. Lush tropical landscaping. Abundant panoramic views. Their wide fairways offer a measure of forgiveness, but well-placed bunkers and demanding greens will test your skills. Have you

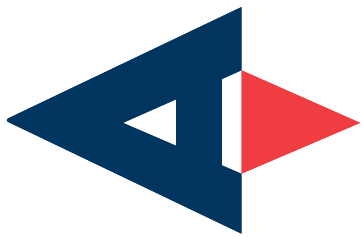


# Member Insider e-Newsletter

The GHIN Handicap® newsletter, called the **CGA Member Insider**, is sent weekly to an average of over 68,000 members directly from GHIN (the USGA system). In addition to our members' most recent Handicap Index, these newsletters contain recent golf news, latest video episodes, featured member events and special offers.

The screenshot shows the top of the e-newsletter with the Colorado Golf Association logo and the title "CGA MEMBER INSIDER". It features a "RULES OF GOLF VIDEO SERIES" section with a video thumbnail titled "CAN I REMOVE THESE EVEN IF MY BALL MOVES?" and a "PLAY VIDEO" button. Below this is a "COLORADO GOLF NEWS" section with a photo of two female golfers and a headline "FLOODGATES WIDE OPEN" with a brief description of Jennifer Kupcho's victory and a "READ MORE" link.





# Member Insider: Video Ad

SIZE	SENT	OPENS	UNIQUE	OPEN %	COST*
750x422	57,800	72,300	41,461	70%	N/A*

\*only available for sponsor packages

**COLORADO GOLF ASSOCIATION** **CGA MEMBER INSIDER**

Presenting Partners | **BMW** **CITYWIDE BANKS.**

Mr. John D. Doe Jr.  
GHIN Number: 999999

09/15/2022 Index Information: **14.5** **HANDICAP INDEX**  
LOW H.I: 12.3

**FEATURED CGA PARTNER**

**WHISTLING STRAITS**

Discover the **KOHLER** Experience.  
Kohler is a proud partner of the CGA.

**▶ PLAY VIDEO**

## Video Ad specs

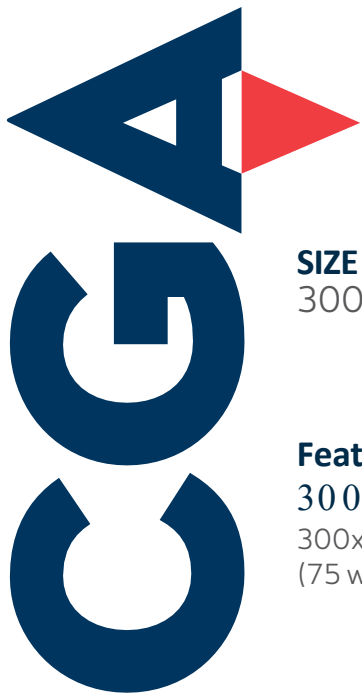
Video Ad (linked to video)  
(72 dpi .jpg, .png, .gif)

750x422  
16:9 ratio



**COLORADO GOLF ASSOCIATION**





# Member Insider: Featured Offer

SIZE	SENT	TOTAL OPENS	UNIQUE	OPEN %	COST*
300x250	57,800	72,300	41,461	70%	\$500/email

### Featured Offer Specs:

#### 300 X250 IMAGE PLUS TEXT

300x250 image ad for offer, plus additional text (75 word limit) and actionable hyperlink.

Sample text,  
Sample text  
Sample text  
Sample text

## FEATURED MEMBER OFFER

### Save 15% Off Rings



NAGINI Brand specializes in protecting your fingers. Their rings are tested and approved to withstand harsh conditions and blunt force. Tapered to fit all finger sizes. Enjoy our luxurious limestone neoprene and various sizes and thickness. Made in the USA. Washable, durable, and reusable. There's nothing else like it.

Get 15% off with code **NAGINI15** - [SHOP NOW](#)

## FEATURED MEMBER OFFER

### CGA Members Save 25%



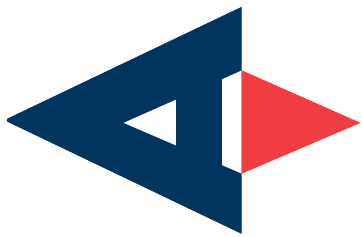
Promo Code:  
**CGAMEMBER**

### CGA Members SAVE 25%

Enjoy 25% off all Classic Knit Headcover purchases at RocketTour.com including the CGA Collection. Boulder-based Rocket Tour Golf has been designing headcovers for avid golfers since 2004. Enjoy adding some classic style to your bag!

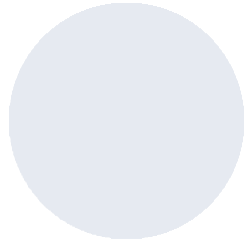
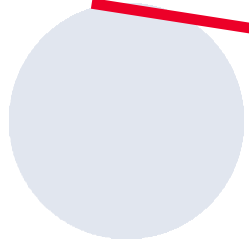
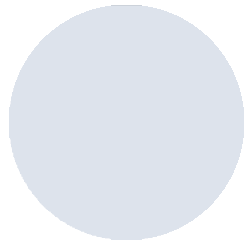
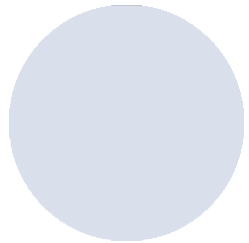
Take 25% off using Promo Code **CGAMEMBER** at checkout!  
[SHOP NOW AND SAVE!](#)





# Member Insider: Banner Ad

SIZE	SENT	TOTAL OPENS	UNIQUE	OPEN %	COST*
750x93	57,800	72,300	41,461	70%	\$250/email



## FEATURED MEMBER CLUB



**ASPEN GLEN**

Aspen Glen is located just 40 minutes from Aspen and is nestled between Glenwood Springs and Carbondale. This 7,400-yard Jack Nicklaus/Jack Nicklaus II golf course offers eight riverfront holes, where the 18th green is placed strategically among the flowing waters of the Roaring Fork River. Looking to play yourself? Head to our website to register for the Member Play Day on September 24!



**Banner Ad specs**  
(72 dpi .jpg, .png, .gif)

750x93



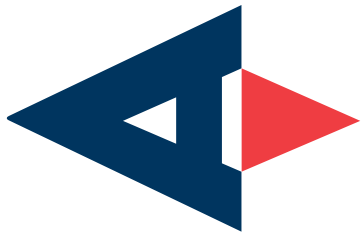


# Advertorials/Press Releases

UNIT	SIZE	REACH	COST
News Post	<2,500 words + image	Full Memberhip	\$750

Advertorials and press releases for partners are posted within the “News” section on [coloradogolf.org](http://coloradogolf.org) and made available to the 76,000+ membership base along with nonmembers. These posts will also appear on the **coloradogolf.org** home page when initially posted for 2-4 days, and will be referenced in the “news” section of the ensuing Member Insider eNewsletter. Content may include new releases, breaking industry news, and any additional information pertaining to the advertiser. News posts account for 90,000+ page views annually.

The screenshot shows a website page with a navigation bar at the top containing links for PLAY, MEMBERSHIP, JUNIORS, COMMUNITY, COURSES, NEWS, RULES, and CALENDAR. The main content area features the 'GOLF LIFE NAVIGATORS' logo on the left and a large photograph of a golf clubhouse on the right. Below the photo is the heading 'NOVEMBER GOLF HOME LISTINGS' and a paragraph of text: 'Did you know, 85% of golfers in search of their future club community plan to combine the search with a golf home? With many Sun Belt clubs at a waitlist era and limited inventory of real estate for sale, we encourage you to leverage the resources of Golf Life Navigators. We work exclusively with Golf Certified Real Estate Agents who know golf, know real estate and can offer an expert view on the industry as a whole.' Below this is another paragraph: 'Arguably the biggest buying decision of your life, we have technology resources available, access to valuable data and best practices from past consumers who have used Golf Life Navigators. Once more, our nation-wide team are all (local) industry experts and will offer a transparent view of the marketplace. There is nothing better than spot-on technology and trust-worthy people on your side!' On the left side of the page, there is a text block: 'The Colorado Golf Association is partnering with Golf Life Navigators to bring you real estate listings of golf properties throughout the country and beyond. Listings featured here are located in North Carolina, Florida, Texas, and South Carolina. Golf Life Navigators has also donated two grand prize packages in our 2022 Dream Golf Vacation Raffle in Naples, FL and West Palm Beach, FL. You can find more information on those packages [HERE](#).'



# Dedicated Email Blast



## To full membership

SEND	OPENS	OPEN %	CLICKS	COST
60,000	34,000	56%	1,350	\$2,500/email

## segmented lists - COST: \$60/1,000

The CGA can send dedicated email blasts to segments of its membership for more focused

campaigns. Geographically, there are 5 regions of the state already segmented, as well as custom segmentation by city/zip code. Additionally, we can segment by gender, or by private/public club affiliation.



## dedicated email blast SPECS:

(provide HTML, or 72 dpi .jpg, .png, .gif)

600x length as needed



**COLORADO GOLF ASSOCIATION**



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# A

# GHIN Mobile - Digital Ad

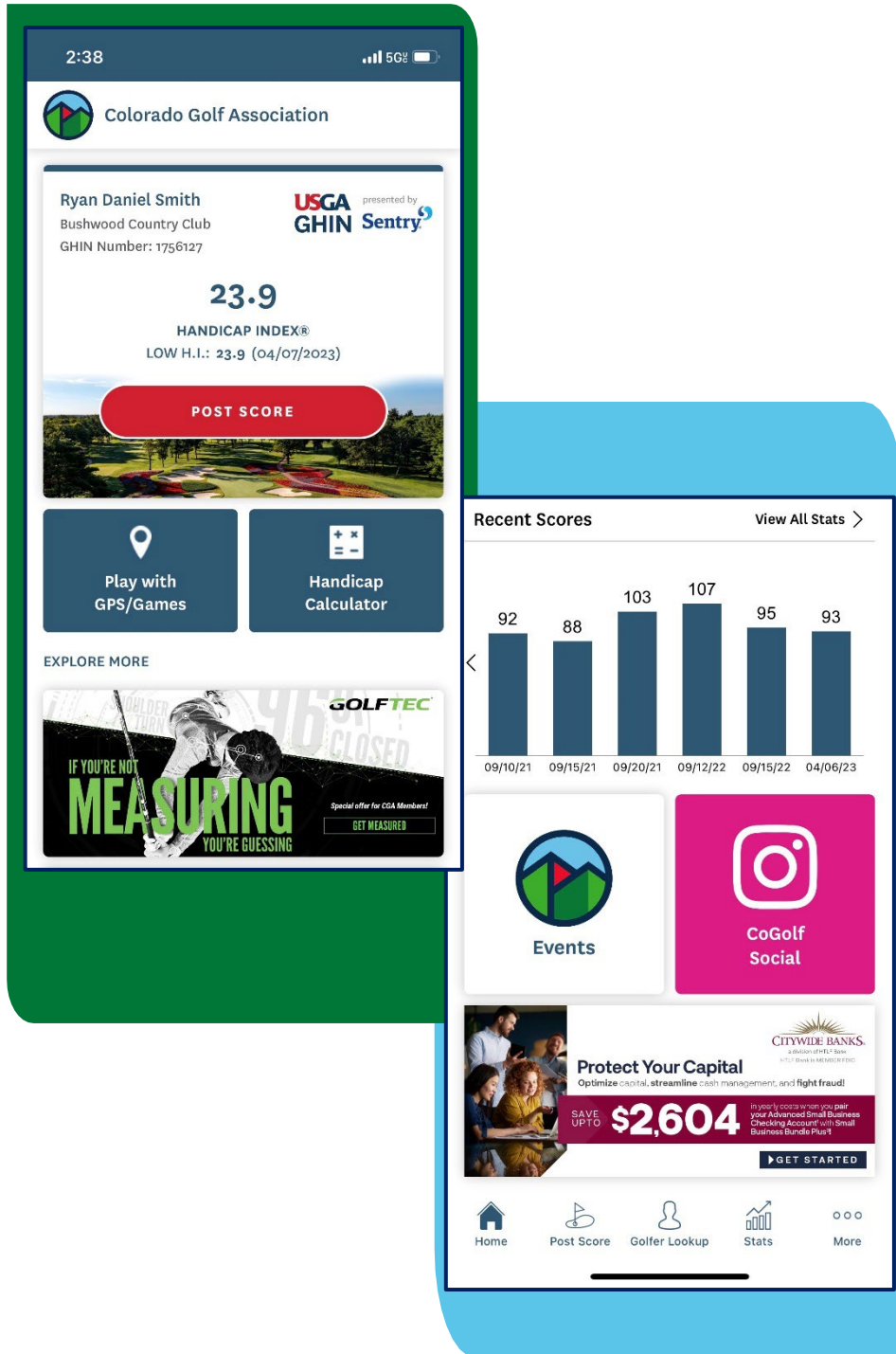
## Ghin Mobile Users

**users**  
65,000+

**Monthly Clicks**  
2,000+

**Monthly Views**  
418,000+

**COST**  
\$2,500/month



### Ghin Mobile Digital Ad SPECS:

(provide .jpg, .png. Image link)

1920  
X  
800





# CGA Monthly: Full Page Ad

**SIZE**  
16.5" x 10.75"

**SEND**  
43,315

**VISITS**  
2,900

**PAGE VIEWS**  
16,800

**CLICKS**  
550

**COST**  
\$1,000/issue

## CGA MONTHLY MAGAZINE

CGA Monthly Magazine is emailed to all active members on the first Sunday of each month.

It is also posted on the website homepage.



## SPECS

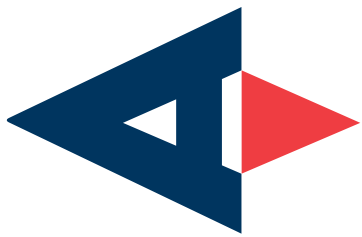
Full page ad- bleed 16.5" x 10.75"  
Full page ad- trim 16" x 10.5"

Print-ready PDF or 300 dpi image file.

# THE FIX





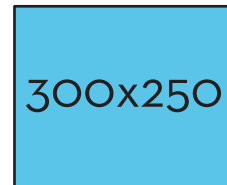


# Advertisement Specs



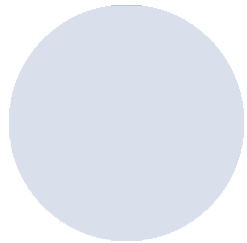
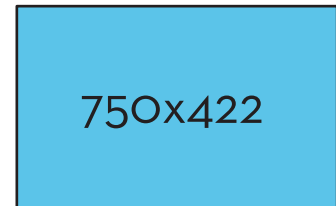
**website**  
(72 dpi .jpg, .png, .gif)

Global banner ad 300x250

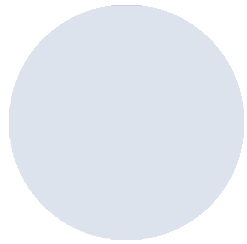
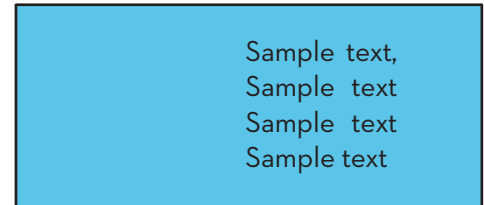


**member insider**  
(72 dpi .jpg, .png, .gif)

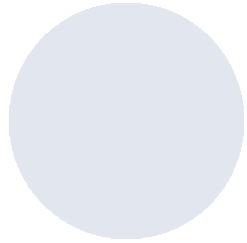
Video ad 750x422  
16:9 Ratio



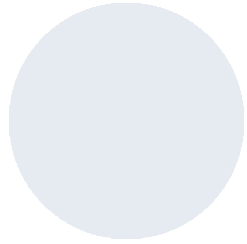
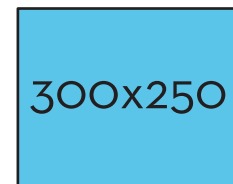
Featured offer 300x250+text  
(75-word limit)



Banner ad 750x93



Sponsor ad 300x250



**dedicated email blast**  
(HTML, or 72 dpi .jpg, .png, .gif)

Full page ad 600xlength as needed



## cga monthly magazine

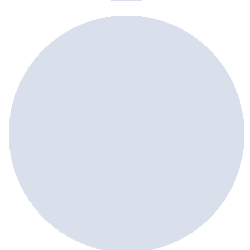
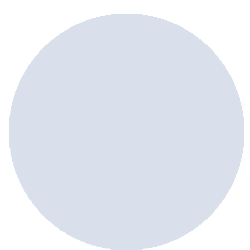
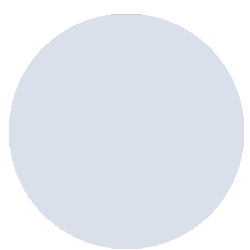
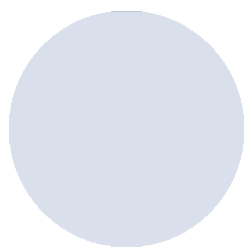
Full page ad- bleed 16.5" x 10.75"  
Full page ad- trim 16" x 10.5"  
Print-ready PDF or 300 dpi image file.



# A

# G

# C



**COLORADO GOLF**  
ASSOCIATION

## For more advertising information

**Contact:**

Ryan Smith, Chief Development Officer

303.974.2108

[rsmith@coloradogolf.org](mailto:rsmith@coloradogolf.org)



Phone: 303.366.GOLF • Fax: 303.344.8229

Web: [coloradogolf.org](http://coloradogolf.org)

5990 Greenwood Plaza Blvd. #102, Greenwood Village, CO 80111