

ClubandResortBusiness.com



ClubandResortBusiness.com is an online community where **Club and Resort Professionals** stay informed—no matter where they are—through continuously updated editorial content, daily news and blogs, content-rich eNewsletters and multiple social platforms for interaction with both *Club & Resort Business* writers and each other.

2011 PREMIUM PARTNER PROGRAM

An exclusive opportunity to build brand preference and sales.

The importance of an integrated marketing campaign cannot be overlooked. But it is equally important to understand how all the various media we have at our disposal can work in concert with each other. What **Club & Resort Business** does is marry the elegance and contemplative pace of print with the immediacy and excitement of electronic technologies through **ClubandResortBusiness.com**. We are able to interface with our clients' online branding strategies by utilizing new and existing content to make both products more effective and intelligent. As a **C&RB** advertiser, here's how an integrated online platform will complement your print strategies:

Only eight companies will get to take advantage of this unique partnership opportunity that includes:

- **Exclusive Branding** — You won't get lost in the crowd because there is no crowd. With room for eight partners, your company is positioned as a market leader.
- **Consistent Exposure** — Your brand is seen in the most highly visible locations on every page view and every eNewsletter that *Club & Resort Business* delivers to its sought-after audience of club managers.
- **Comprehensive Coverage** — ClubandResortBusiness.com Premium Partners are part of a comprehensive program that includes web, email, and lead generation.
- **Significant Savings** — Our goal is to help grow your business with an integrated marketing approach leveraging your marketing dollars. Partners get the highest discounts available, over 50-60% off standalone rates.
- **One-Time Annual Buy** — Researching media options and fielding sales calls take time. Time is money. When you buy the Partner Program, you're putting more of your time back into your hands. *One buy, total coverage.*

- **Mobile Access** — Club and resort professionals are using mobile devices more than ever. In response, ClubandResortBusiness.com will also have a mobile version of the web site specifically optimized for iPhone, Droid, BlackBerry and other mobile devices. In addition, our eNewsletters will be optimized for mobile devices. Just one more way we surround your target audience 360°.

As a ClubandResortBusiness.com Premium Partner, your potential exposure will be:

- ★ Your logo at the top of all ClubandResortBusiness.com pages as a Premium Partner (407,000 impressions annually);
- ★ 50,875 website leaderboard impressions (4,240/month);
- ★ 50,875 website rectangle impressions (4,240/month);
- ★ Three weeks worth of welcome ads
- ★ Your logo in every eNewsletter as a Premium Partner (over 230,000 eNewsletters monthly);
- ★ Your Leaderboard ad on our eNewsletters will give you daily exposure.

This adds up to an annual \$30,000 investment as part of your 2011 *Club & Resort Business* advertising plans.

A unique and exclusive opportunity to set your company apart as a market leader with club and resort professionals.

- Set your company apart from your competitors.
- Ensure your marketing dollars impact the right people at the right time.
- Get the most impact from an integrated marketing budget.

Premium Partner Logo
Your logo appears on EVERY page of our site as a Club & Resort Business Partner.

Premium Partner Leader Board & Premium Partner Rectangle
Premium Partner positions get a combined total of 8,480 ad impressions per month.

Secondary Rectangle
(300 x 250) See a la carte for details

Bottom Leaderboard
(728 x 90) See a la carte for details

Premium Partner Welcome Ad
Premium Partners rotate equally.

Introducing Visage, the first mobile golf information system. See what one touch of our 10-inch screen can do for your operation. To learn more, visit visagegolf.com.

POWERED BY GPSi
Visage is a joint development from Club Car, Inc. and GPSi Industries.

VISAGE
WHOLE GOLF INFORMATION SYSTEM

Premium Partner Logo
Your logo appears on EVERY eNewsletter as a Club & Resort Business Partner.

Premium Partner Leaderboard
Daily exposure to our opt-in email subscribers.

Bottom Leaderboard
(728 x 90) See a la carte for details

ClubandResortBusiness.com

WEB AD SPECS

Leaderboard / Super Leaderboard

Dimensions 728 x 90 (Leaderboard) /
1000 x 90 (Super Leaderboard)

File size Up to 40K

File format GIF, JPG, SWF (Flash)

Animation 3 loops and 15 seconds
maximum

URL Address of web page when
someone clicks ad

Rectangle

Dimensions 300 x 250

File size Up to 40K

File format GIF, JPG, SWF (Flash)

Animation 3 loops and 15 seconds
maximum

URL Address of web page when
someone clicks ad

Premium Partner Logos

Dimensions 120 x 40

File size Up to 5K

File format GIF, JPG only

Background Logo must be on a white
background

URL Address of web page when
someone clicks ad

eNEWSLETTER AD SPECS

Premium Partners may choose either a
leaderboard or a combined rectangle /
text creative.

Leaderboard

Dimensions 728 x 90

File size Up to 40K

File format GIF, JPG only

URL Address of web page when
someone clicks ad

Rectangle / Text

Dimensions 180x150

File size Up to 30K

File format GIF, JPG only

Headline Up to 75 characters including
spaces and punctuation

Text Up to 375 characters including
spaces and punctuation

URL Address of web page when
someone clicks ad

MOBILE AD SPECS

Dimensions 300 x 50

File size Up to 5K

File format GIF, JPG only

Animation 3 loops and 15 seconds
maximum

URL Address of web page when
someone clicks ad

(NOTE: We highly recommend that the
landing page for your mobile ad be optimized
for mobile devices.)

GENERAL SPECIFICATIONS

Unless otherwise specified, all graphical ads
must have a border or background color other
than white. Clicks within an ad must open up a
new window. We will use your company name
as the alternate text when someone rolls their
mouse over the creative.

FLASH AD REQUIREMENTS

You must submit an alternate
GIF or JPG ad of the same dimensions for
browsers that do not support Flash. In order
for us to properly track clicks, you must create
an invisible button over the entire area of the
creative and attach the follow action script to
the button:

```
on (release) {  
    getURL (_level0.clickTag, "_blank");  
}
```

Please refer to Adobe's documentation for
additional information: [www.adobe.com/
resources/richmedia/tracking](http://www.adobe.com/resources/richmedia/tracking)

Please send creative no less than five business
days before the start of your campaign to
webads@clubandresortbusiness.com

ADVERTISING STAFF

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a la carte ONLINE ADVERTISING

ClubandResortBusiness.com attracts management personnel at Private, Semi-Private, Resort and Upscale Daily-Fee Golf Clubs (Municipal golf facilities), City/Dining Clubs, Yacht Clubs, and Management Companies. Our users look to us for in-depth, trustworthy content that is rich in experience and authenticity. As an advertiser on **ClubandResortBusiness.com**, you can build awareness and drive business among this influential target.

a la carte Ads for Website

Secondary Rectangle (300x250)

Advertisers in rotation	3
Impressions per Advertiser	9,000
Cost/Month	\$750

Bottom Leaderboard (728 x 90)

Advertisers in rotation	3
Impressions per Advertiser	9,000
Cost/Month	\$600

a la carte Ads for eNewsletters

Bottom Leaderboard (728 x 90)

Advertisers in rotation	1
eNewsletter Subscribers	10,500
eNewsletters Sent	52,500/wk
Cost/Week	\$500