

2012 Chicago Golf Report Sponsorship Opportunities

Advertising Information

Generate highly qualified leads for your business with a Chicago Golf Report sponsorship. You'll reach a targeted, tech-savvy Chicago golf audience with impactful cross-platform digital marketing solutions. Chicago Golf Report is the site that local Chicago golfers AND out-of-market visitors to Chicago rely on to keep in touch with what's happening in Chicago golf and where to play golf in the Chicagoland area.

The Chicago Golf Report offers four highly-targeted and extremely effective sponsorship opportunities. Each of these programs was created to maximize the contact with the Chicago Golf Report reader, while offering sponsors with four different tactical approaches.

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- 1. Chicago Golf Report Sponsor Program**
- 2. Chicago Golf Report Leaderboard**
- 3. Chicago Golf Report Event Calendar Sponsorship**
- 4. Chicago Golf Report @Golfaid Twitter Stream and Email Newsletter**

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1. Chicago Golf Report Sponsor Program

The Chicago Golf Report Sponsor Program is an effective and economical sponsorship that delivers outstanding value. Program participation is limited to just four sponsoring companies that will receive incomparable exposure. Sponsors get:

- 300x250 creative units in one of two placements on each page. Each sponsor gets over 5,000 impressions monthly
- 90 character text links in the Chicago Golf Report Sponsor Links; 100% share of voice on virtually all site pages.
- A minimum of 5,000 impressions per month at just \$150 per month. All sponsorships are accepted for this limited-availability program on a first-come, first-served basis. See below for creative sizes and specifications, including looping restrictions.

The image shows a screenshot of the Chicago Golf Report website. A yellow callout box is overlaid on the page, containing the following text:

CGR maximizes creative effectiveness with rotation in 300x250 creatives.

Sponsors also get maximum exposure and Chicago Golf Report brand association with 50 character Sponsor Links on each page.

Red arrows point from the callout box to the 'Chicago Golf Report' logo and the 'Chicago Golf Report Sponsors' section on the website.

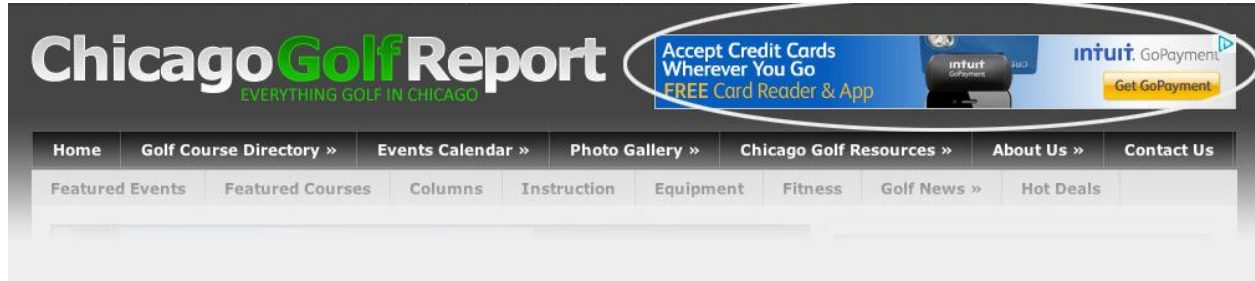
The website header includes the logo 'Chicago Golf Report' with the tagline 'EVERYTHING GOLF IN CHICAGO'. Navigation links include Home, Golf Course Directory, Events Calendar, Photo Gallery, Chicago Golf Resources, About Us, and Contact Us. A featured article titled 'Winter Warmth Brings Chicago Golf Once Again' is visible. A sidebar on the right promotes a mobile app with the text 'Chicago Golf Report on your tablet or phone now! free download'. At the bottom, there is a 'Chicago Golf Report Sponsors' section listing various golf-related services and events.

For more information contact us at support@chicagogolfreport.com or 708.586.9754

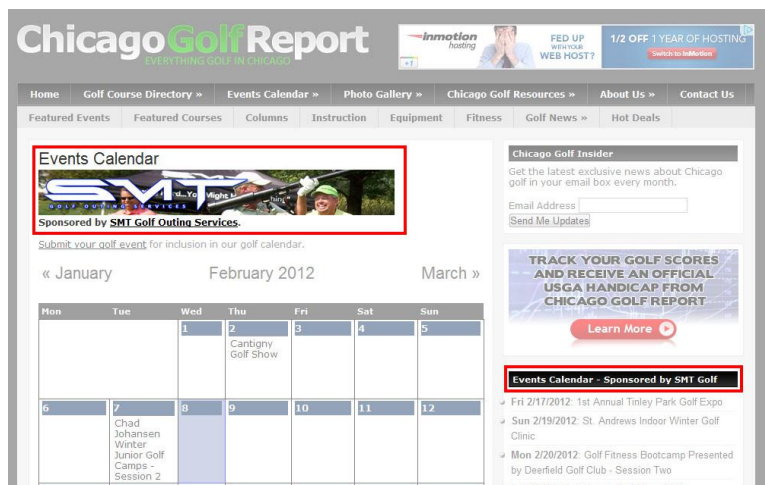
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2. Chicago Golf Report Leaderboard – A High Impact Alternative

The Leaderboard is reserved for advertisers who want to achieve maximum impact. A one-month flight delivers your message at the most visible piece of real estate on the site, with a minimum of 5,000 monthly impressions for just \$200.



3. Chicago Golf Report Event Calendar Sponsorship



No other online resource offers information about as many local golf events as Chicago Golf Report. Our event calendar is among the most popular sections of the site, providing comprehensive coverage of local golf outings, golf instructional classes and much more.

The Event Calendar Sponsorship is a two-part premium placement that includes a linkable "Sponsored By" credit above the event calendar on every page of the website. The

second component is a 468x60 banner ad above each page on the event calendar.

A one-month flight delivers your message to this high-visibility section on the site, with a minimum of 5,000 monthly impressions for just \$120.

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4. Chicago Golf Report @GolfAid Twitter Stream and Email Newsletter

Reach the 13,000 readers of Chicago Golf Report's @Golfaid Twitter stream and monthly email newsletter. Our news blasts contain abstracts of Chicago Golf Report content, upcoming events, course deals and specials, along with links to best-of-web content from other sites.

@GolfAid and newsletter sponsorships are purchased on a monthly basis. Your message is sent twice a week on Twitter, once a month via email and once a month in the columns. The monthly rate is \$100.

Creative Specifications

Banners:

- 300x250, 35K limit, looping limited to 3
- 468x60, 25K limit, looping limited to 3
- Sponsor Links are limited to 90 characters and may not exceed 2 lines

Twitter Messages:

- 140 characters, including links

Notes: Rates are net and subject to change. Option to renew will be at then-effective rates. Chicago Golf Report reserves the right to refuse campaigns/creative it deems inappropriate.

For more information, contact Walter Lis at 708.586.9754 or walter@chicagogolfreport.com