

2007 GOLF.com OPPORTUNITIES

MEDIA OPPORTUNITIES	AD UNITS	OPEN RATE
Homepage Roadblock	Fixed 300x250 synchronized with bonus logo, and dynamic 1000x200 into 1000x50 – or – 728x90	\$60 CPM
Homepage Rotation	300x250	\$45 CPM
Targeted to Section(s): Tours, Equipment, Instruction, Courses & Travel	728x90, 160x600, 300x250 300x600	\$35 CPM \$40 CPM
ROS	728x90, 160x600, 300x250 300x600	\$30 CPM \$40 CPM
Video	:15 pre-roll	\$60 CPM
Geo-Targeted	728x90, 160x600, 300x250 300x600	\$35 CPM \$40 CPM
Text Links	32 characters	\$5 CPM

MAJORS SPONSORSHIPS

Category exclusive. 3,000,000 impressions.

Own the page with synchronized ad serving. Units include: 728x90, 160x600, 300x250, logo.

Masters	\$160,000
US Open, British Open & PGA Championships	\$130,000
President's Cup & The Tour Championship	\$100,000

EMAIL OPPORTUNITIES

Weekly Newsletter	300,000 recipients, sent Mondays 300x250, 728x90	\$10,000
Travel Newsletter	130,000 recipients, sent alternating Wednesdays Tier One: 300x250 – or – 300x150 & 314 characters Tier Two: 160x75 & 71 characters	\$6,500 \$4,500
Dedicated E-Mail Blast	Up to 500,000 recipients 600x800, suppression list	\$160 CPM

CUSTOM OPPORTUNITIES

Please see your account manager to develop custom opportunities for your brand or business.

Please note: All rates are net. Pricing for sponsorships & newsletters is flat rate and no guarantees will be made; impressions are estimates. Minimum ad spend may apply for premium placements.