

# THE GPS ADVERTISING PROGRAM AT CIDER RIDGE



# CIDER RIDGE GPS ADVERTISING

Cider Ridge Golf Club is excited to offer a unique and affordable advertising opportunity for local businesses. Annually, thousands of avid golfers come to play Cider Ridge. And now, your business can reach these affluent consumers at a fraction of the cost of print, television and radio ads.



## HOW IT WORKS



Each golf cart is equipped with a bright 10.2 inch high resolution, color touch screen monitor by Visage GPS System. We will provide your business with a full-screen billboard ad or video at the start of the selected golf hole. After each group tees off, your ad will convert to a corner insert ad for the remainder of that hole. Once the golf cart approaches the green, the full-screen billboard ad appears again until the completion of that hole.

Advertising exposure for each hole is 3 times per hole for approximately 12 to 15 minutes. Your ad will also appear on our entire fleet of 64 golf carts daily.



# CUSTOMER DEMOGRAPHICS

## GENERAL GOLFER PROFILE

- 94% are over the age of 30
- 68% earn more than \$150,000 annually
- 46% own a Corporate Credit Card
- 90% hold a college degree
- 27% hold a Master's Degree or higher
- 76% attend sporting events
- 73% dine out more than once per week
- 58% use professional financial advisors for investment/financial planning
- 94% own their own homes
- 24% own a second home

## GOLF CART GPS ADVERTISING PACKAGE



### GPS ADVERTISING PACKAGE INCLUDES:

- Full-screen ad or video on the Visage GPS system for a selected hole on the golf course
- Full-screen ad upon arrival to the tee box and the green
- Corner screen ad during the entire play of the hole
- Ad can be changed up to 3 times during the year
- Ad will appear on 64 golf carts

### VALUE-ADDED ITEMS:

- Company logo with hyperlink on [www.CiderRidgeGolf.com](http://www.CiderRidgeGolf.com)
- Company logo and/or promotion (up to 2 times annually) in the Cider Ridge monthly email campaign
- Promotion of your company every two months on the Cider Ridge Facebook and Twitter pages
- 6 rounds of golf
- 15% discount in the Cider Ridge Golf Shop
- Complimentary Range Pass which includes 50% off range balls
- Assistance with ad development
- 50% off room rental for company functions or special events



## PAYMENT OPTIONS

Ads are sold on a per hole basis for a 12-month period.

### COST:

- Each hole package is \$1,200
- Buy a 2 hole package for only \$2,000
- Buy a 3 hole package for only \$2,700

### PAYMENT OPTIONS:

- Select from any of the following:
- Pay \$100 monthly with a valid credit card on file
- Pay \$1,100 if paid in full



## AD SPECIFICATIONS

### **INSERT AD:**

Size: 314 Pixels wide x 141 pixels tall

File size should not exceed 50kb

Displayed in the corner golf map the entire time the golfer is playing the hole

### **FULL-SCREEN AD:**

Size: 1024 pixels wide x 600 pixels tall

File size should not exceed 200kb

Displayed full-screen several times throughout the hole

### **FORMAT:**

Jpeg, RGB color, medium compression level (equal to quality: 7 in Photoshop)

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### **VIDEO AD:**

File type: .WMV

Encoder: WMV1, WMV2, or WMV3

Duration: 30 Seconds (Max recommended run time)

Resolution: 720 pixels wide x 422 pixels tall

Frame rate: 12 FPS

Bit Rate: 1000 kbps or less

Audio Encoder: WMA8

Chanel: 1 (mono)

Bit rate: 64kbps or less

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## FOR MORE INFORMATION:

For more information or to purchase ads, please contact:

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