



# GPS Advertising Opportunities

Whiskey Creek is a premier, public, 18-hole course less than an hour from Washington, DC. Architect J. Michael Poellot and design consultant Ernie Els, a 4-time major winner, designed Whiskey Creek to take full advantage of its spectacular setting.

With over 23,000 rounds in 2012, Whiskey Creek's new GPS systems provide a remarkable opportunity for advertising both goods and services to upscale consumers. The bright 10.2 inch, high resolution, color, touch screen is mounted to the front of the cart, directly in front of the two occupants and provides an average 14 minutes of ad exposure on each hole. And at a fraction of the cost of print ads, it's an affordable way to reach affluent consumers in a relaxed environment, on the course, from the first tee to the clubhouse.



Annually, thousands of avid golfers come to play Whiskey Creek's challenging course; take advantage of this unique advertising opportunity with the new Visage GPS system.

*"... 30-mile views... spectacular tee shots... the par 5 finishing hole is truly remarkable,"*  
Golf Magazine





# Customer *Demographics*

## General Golfer Profile:

- 90% are male (Course Data)
- 94% are over 30 years old (Course Data)
- 55% earn more than \$150,000 annually (Course Data)
- 46% own a Corporate Credit Card (Golfweek)
- 90% have attended college or hold a college degree (Golfweek)
- 27% hold a Master's degree or higher (Golfweek)
- 76% attend sporting events (Golfweek)
- 73% dine out more than once per week (Golfweek)
- 58% use professional financial advisors for investment/financial planning (Golf Magazine)
- 94% own their own home (Golf Digest)
- 24% owns a second home or condo (Golfweek)

## 52 % of 2012 Whiskey Creek Customers live in or around the Washington Metro Area and Capital Beltway

- 23% live in the 1-270 corridor
- 16% live in the VA-DC suburbs
- 13% live in Washington, DC





# Ad Specifications

## Sizes:

### Insert Ad:

314 pixels wide x 141 pixels tall

-displayed in the corner of the golf map the entire time the golfer is playing the hole

### Full Screen Ad:

1024 pixels wide x 600 pixels tall\*

-displayed full screen several times through out the hole

\*design note: it's recommended a 50 pixel margin be left at the top where there is no important text or information

## Format:

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



Insert Ad



Full Page Ad



# Space Available

Ads are sold on a per hole basis and include the following: Full Page ad at the Tee, Insert ad through the Fairway and a Full Page ad at the Green. Ads can be identical or designed differently for the three areas.

Available Month (# of 2012 Rounds)	Pricing Includes: 3 Ads Per Hole (2 Full Page Ads & 1 Insert Ad)
March 1640 Rounds	\$300
April 2500 Rounds	\$600
May 3320 Rounds	\$600
June 3410 Rounds	\$600
July 3200 Rounds	\$600
August 3100 Rounds	\$600
September 3263 Rounds	\$600
October 2513 Rounds	\$600
November 1300 Rounds	\$300

Inquire for space availability. Discounts available when multiple months or holes are reserved.



For more information or to reserve your spot contact:  
General Manager, Ted Goodenow  
at 301-694-2900 or [tgoodenow@kempersports.com](mailto:tgoodenow@kempersports.com)

