











3

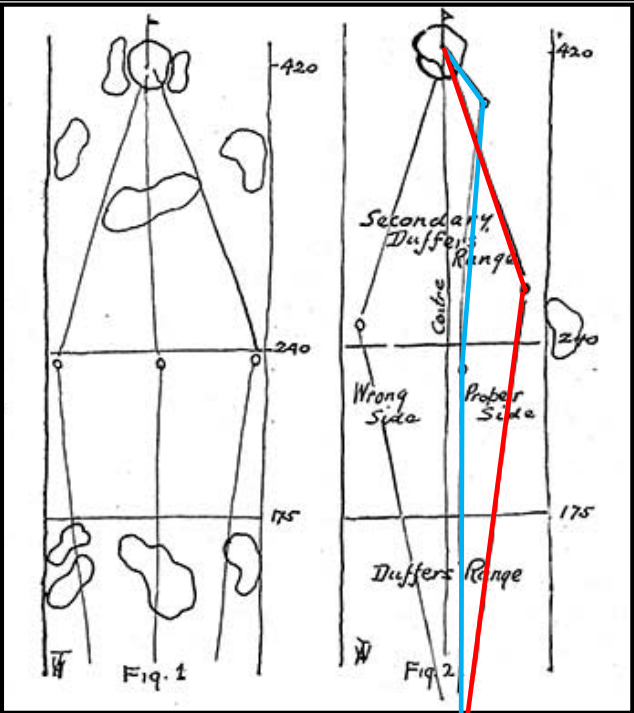


4











5

# Playability



206-yard potential increase in length  
 Fairway bunker placement  
 Tapered fairway widths  
 Strategic approaches ("smart"/"short-sided")

EXISTING CARD																						
PAR	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	OUT	TOTAL
	5	4	4	4	3	4	5	3	4	36	3	4	5	3	5	4	4	4	4	36	36	72
BLACK	573	356	442	405	231	398	518	226	391	3,540	187	397	518	212	504	359	368	387	427	3,359	3,540	6,899
BLUE	557	343	413	393	200	392	500	198	368	3,364	177	390	513	183	486	306	359	375	416	3,205	3,364	6,569
WHITE	524	343	393	362	200	372	462	177	368	3,201	160	359	485	183	486	306	359	375	390	3,103	3,201	6,304
GOLD	515	309	378	349	176	366	372	126	271	2,862	151	352	460	148	433	271	337	353	385	2,893	2,862	5,755

PROPOSED CARD																						
PAR	1	2	3	4	5	6	7	8	9	OUT	10	11	12	13	14	15	16	17	18	IN	OUT	TOTAL
	5	4	4	4	3	4	5	3	4	36	3	4	5	3	5	4	4	4	4	36	36	72
BLACK	575	420	445	390	225	405	535	220	390	3,605	185	395	555	215	580	360	365	415	430	3,500	3,605	7,105
BLUE	555	345	415	365	195	395	505	195	370	3,340	160	380	545	195	495	305	360	390	420	3,250	3,340	6,590
WHITE	530	345	415	355	195	380	475	150	370	3,215	155	365	495	195	495	305	360	390	410	3,170	3,215	6,385
GOLD	515	310	365	330	155	365	460	145	330	2,975	125	360	445	150	460	275	340	360	395	2,910	2,975	5,885
IV TEE	460	305	355	320	155	310	375	125	275	2,680	120	350	345	150	435	215	340	355	385	2,695	2,680	5,375

6



# Playability



- 380-yard potential decrease in length
- New teeing angles
- Fairway bunker placement, "save" bunkers
- Widened fairway landing zones
- Widened approaches, "bogey route"

	1	2	3
PAR	5	4	4
BLACK	573	356	442
BLUE	557	343	413
WHITE	524	343	393
GOLD	515	309	378

	1	2	3
PAR	5	4	4
BLACK	575	420	445
BLUE	555	345	415
WHITE	530	320	395
GOLD	515	310	365
IV TEE	460	305	355

RD	11	12	13	14	15	16	17	18	IN	OUT	TOTAL
4	4	5	3	5	4	4	4	4	36	36	72
397	513	212	504	359	368	387	427	3,359	3,540	6,899	
390	513	183	486	306	359	375	416	3,205	3,364	6,569	
359	485	183	486	306	359	375	390	3,103	3,201	6,304	
359	485	170	465	282	342	363	390	3,016	3,131	6,147	
352	460	148	433	271	337	353	385	2,893	2,862	5,755	

RD	11	12	13	14	15	16	17	18	IN	OUT	TOTAL
4	4	5	3	5	4	4	4	4	36	36	72
395	555	215	580	360	365	415	430	3,500	3,605	7,105	
380	545	195	495	305	360	390	420	3,250	3,340	6,590	
365	495	195	495	305	360	390	410	3,170	3,215	6,385	
365	495	170	475	285	350	375	410	3,080	3,130	6,210	
360	445	150	460	275	340	360	395	2,910	2,975	5,885	
350	345	150	435	215	340	355	385	2,695	2,680	5,375	

7

# Playability

#7

- 7 Rear Teeing grounds
- 5 Forward Tees
- 8 Middle Tees

	1	2	3
PAR	5	4	4
BLACK	573	356	442
BLUE	557	343	413
WHITE	524	317	393
GOLD	515	309	378

	1	2	3
PAR	5	4	4
BLACK	575	420	445
BLUE	555	345	415
WHITE	530	320	395
GOLD	515	310	365
IV TEE	460	305	355

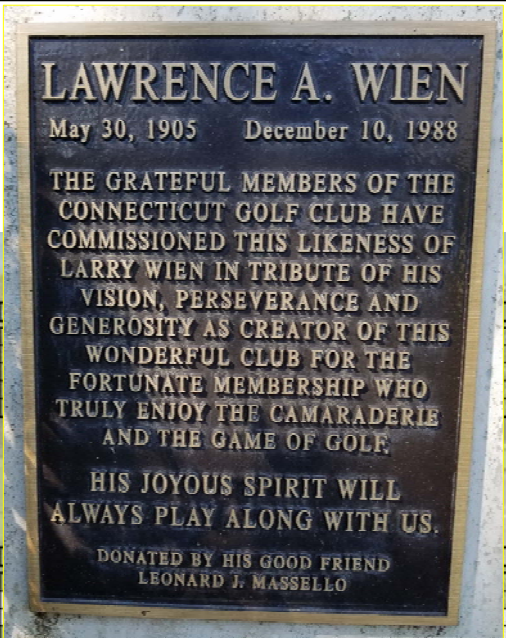
15	16	17	18	IN	OUT	TOTAL
4	4	4	4	36	36	72
359	368	387	427	3,359	3,540	6,899
306	359	375	416	3,205	3,364	6,569
306	359	375	390	3,103	3,201	6,304
282	342	363	390	3,016	3,131	6,147
271	337	353	385	2,893	2,862	5,755

15	16	17	18	IN	OUT	TOTAL
4	4	4	4	36	36	72
360	365	415	430	3,500	3,605	7,105
305	360	390	420	3,250	3,340	6,590
305	360	390	410	3,170	3,215	6,385
285	350	375	410	3,080	3,130	6,210
275	340	360	395	2,910	2,975	5,885
215	340	355	385	2,695	2,680	5,375

8

# Playability

Set-up differential increased by 51%,  
+ 586 yard spread



	1	2
PAR	5	4
BLACK	573	356
BLUE	557	343
WHITE	524	343
GOLD	524	317
	515	309

	1	2
PAR	5	4
BLACK	575	420
BLUE	555	345
WHITE	530	345
GOLD	530	320
IV TEE	515	310

365	330	155	365	460	145	330	2,975	125	360	445
355	320	155	310	375	125	275	2,680	120	350	345

13	14	15	16	17	18	IN	OUT	TOTAL
3	5	4	4	4	4	36	36	72
212	504	359	368	387	427	3,359	3,540	6,899
183	486	306	359	375	416	3,205	3,361	6,569
183	486	306	359	375	390	3,103	3,201	6,304
170	465	282	342	363	390	3,016	3,131	6,147
148	433	271	337	353	385	2,893	2,862	5,755

13	14	15	16	17	18	IN	OUT	TOTAL
3	5	4	4	4	4	36	36	72
215	580	360	365	415	430	3,500	3,605	7,105
195	495	305	360	390	420	3,250	3,340	6,590
195	495	305	360	390	410	3,170	3,215	6,385
170	475	285	350	375	410	3,080	3,130	6,210
150	460	275	340	360	395	2,910	2,975	5,885
150	435	215	340	355	385	2,695	2,680	5,375

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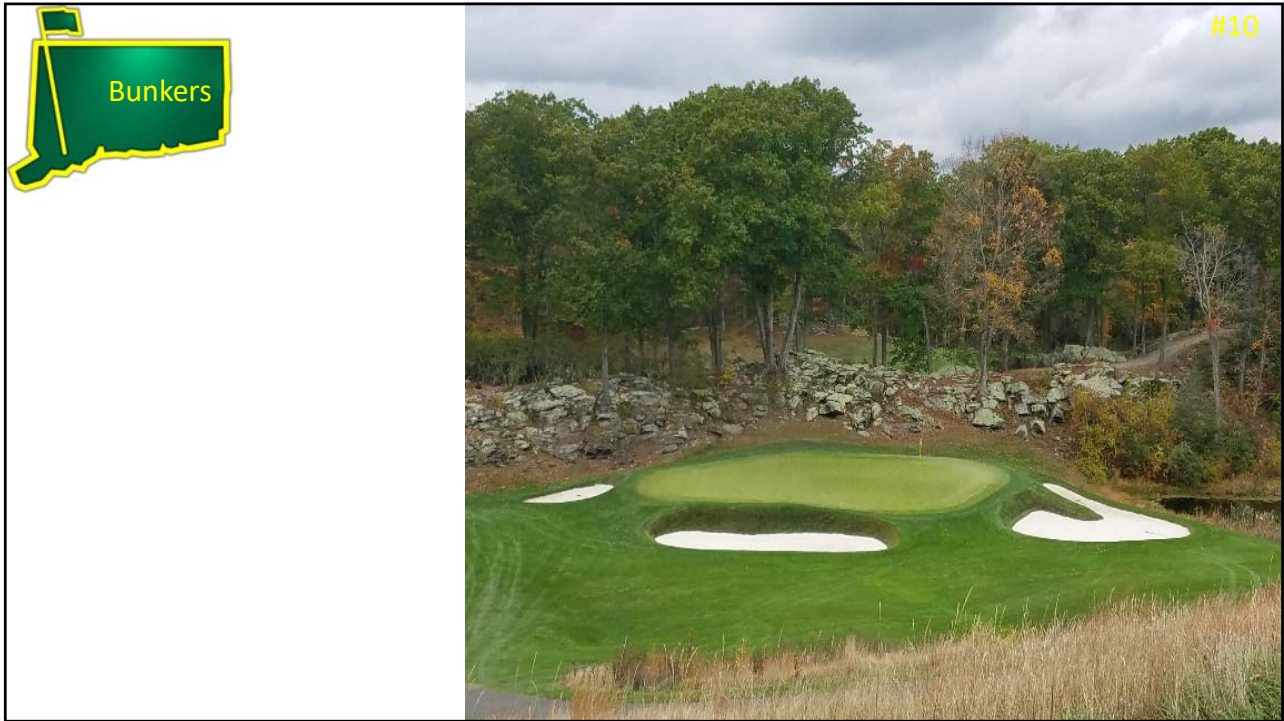




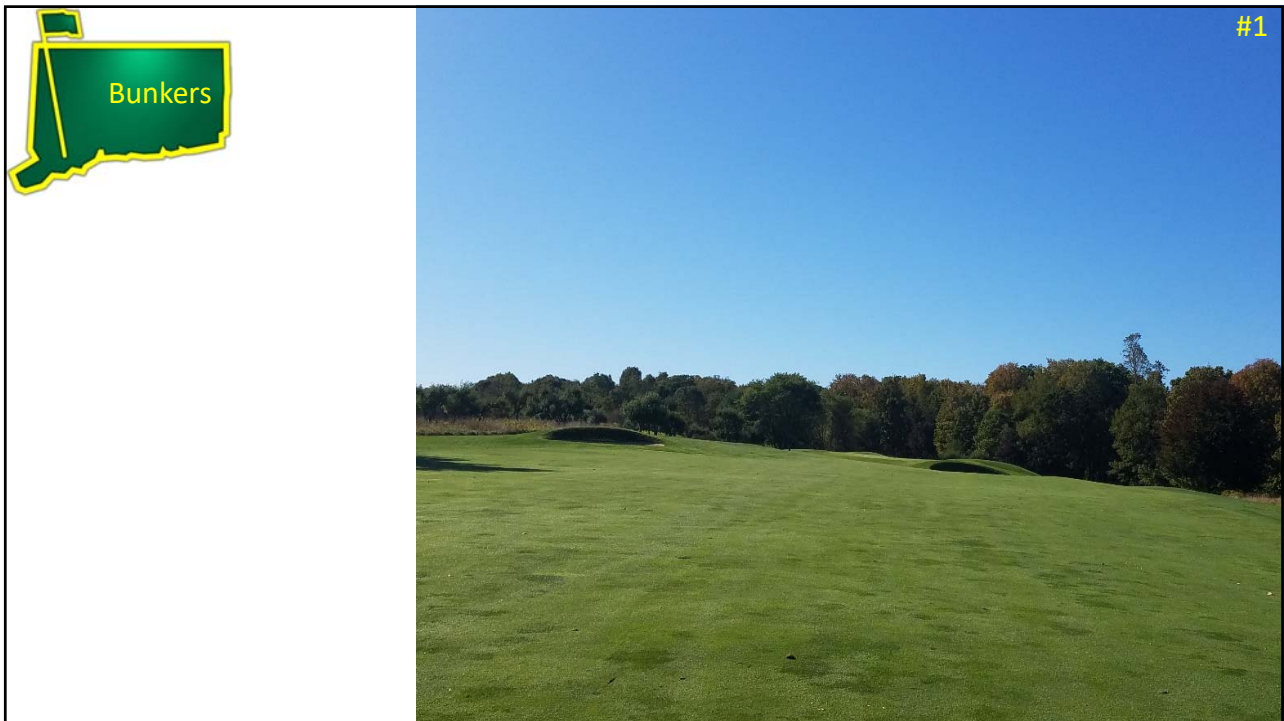
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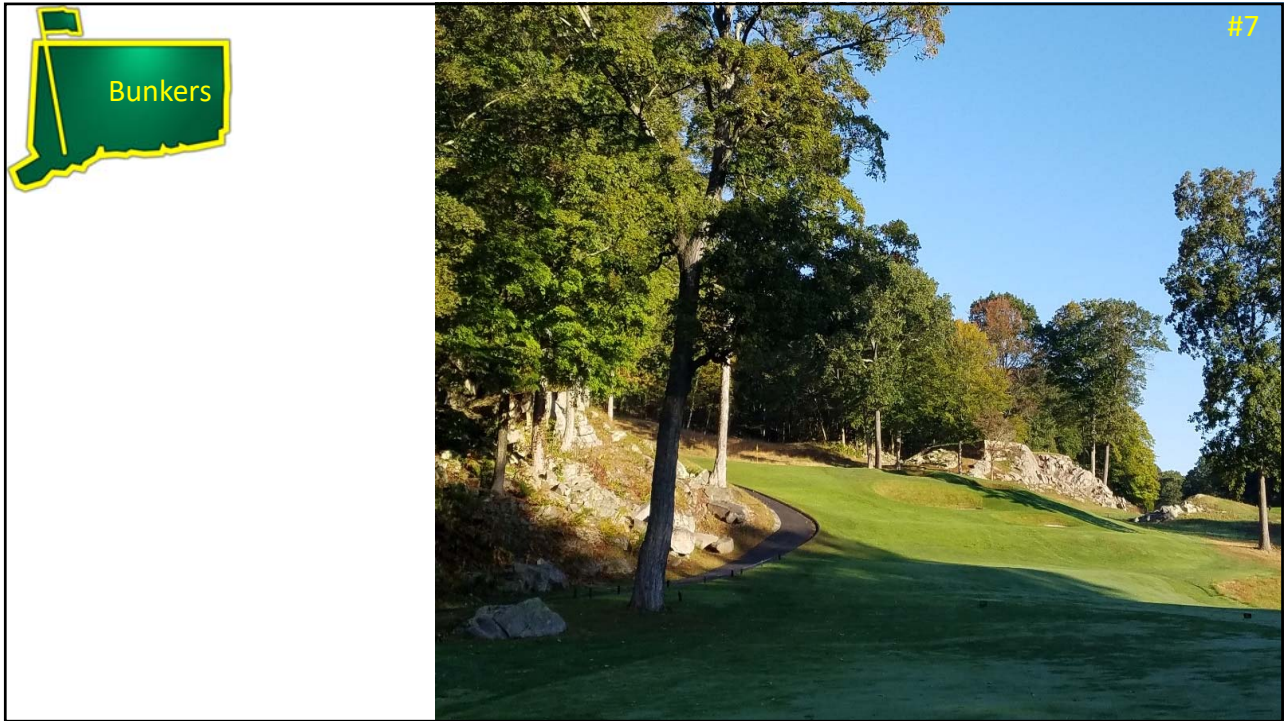


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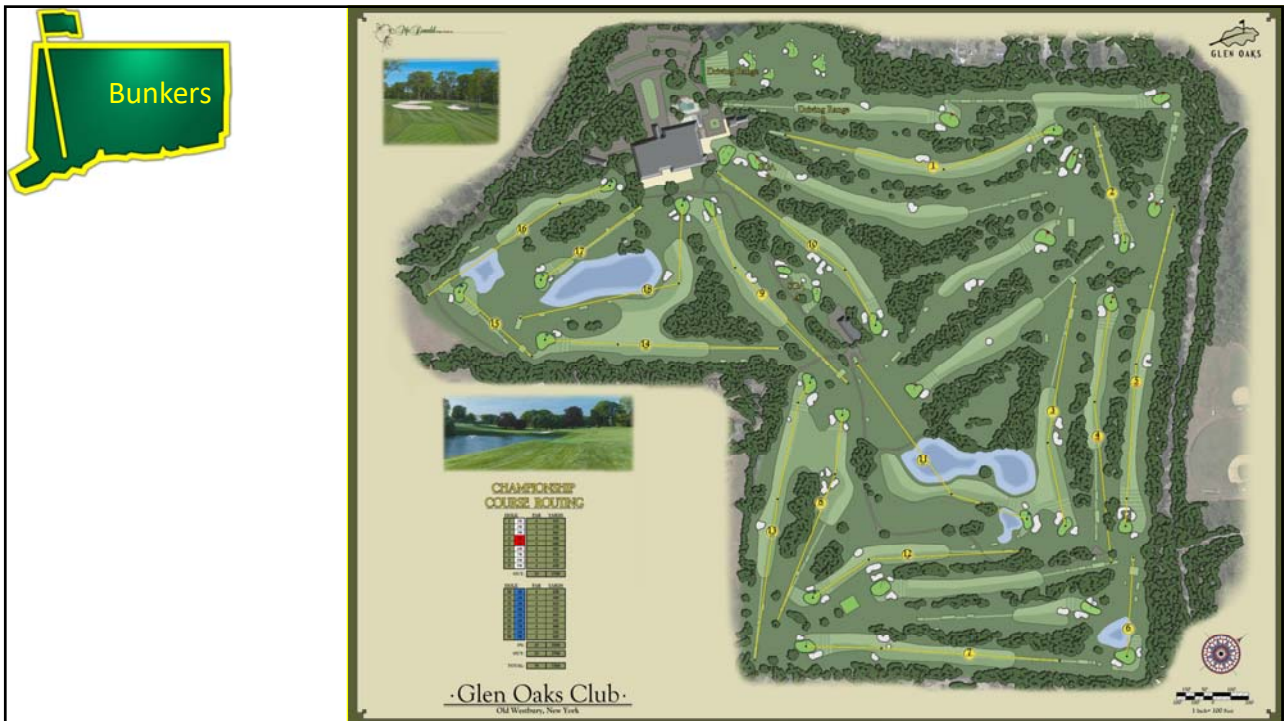


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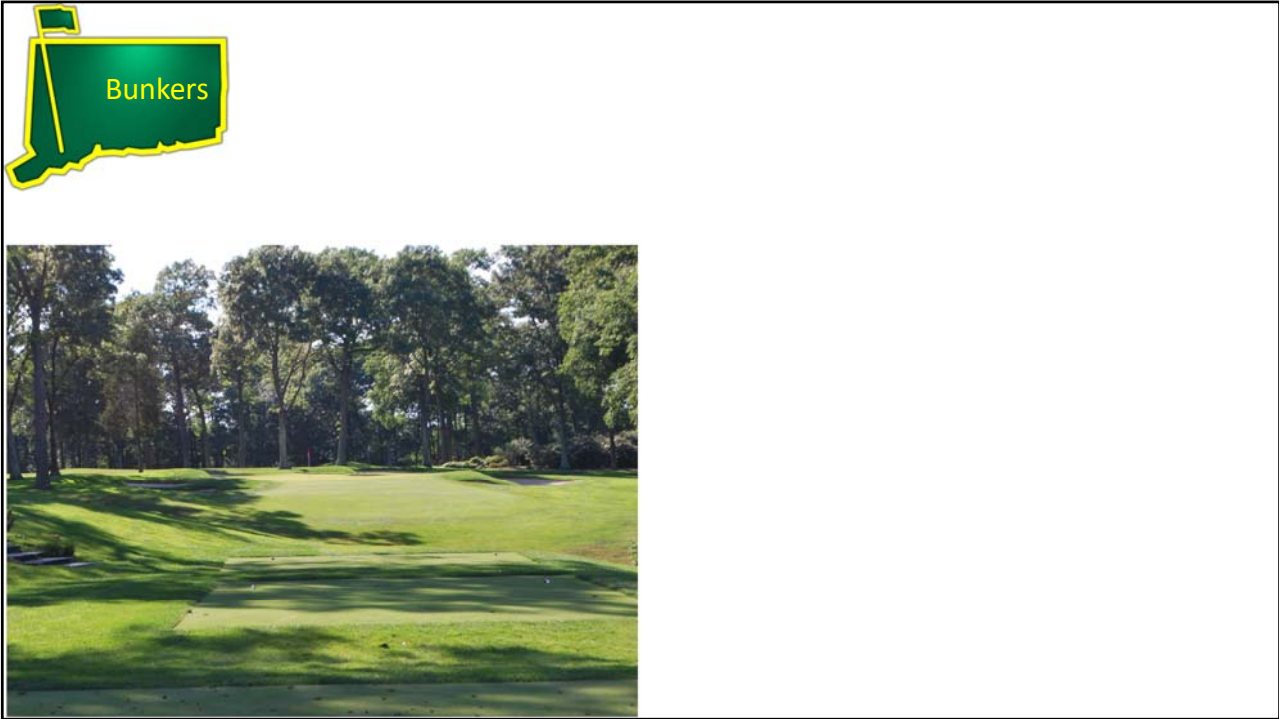


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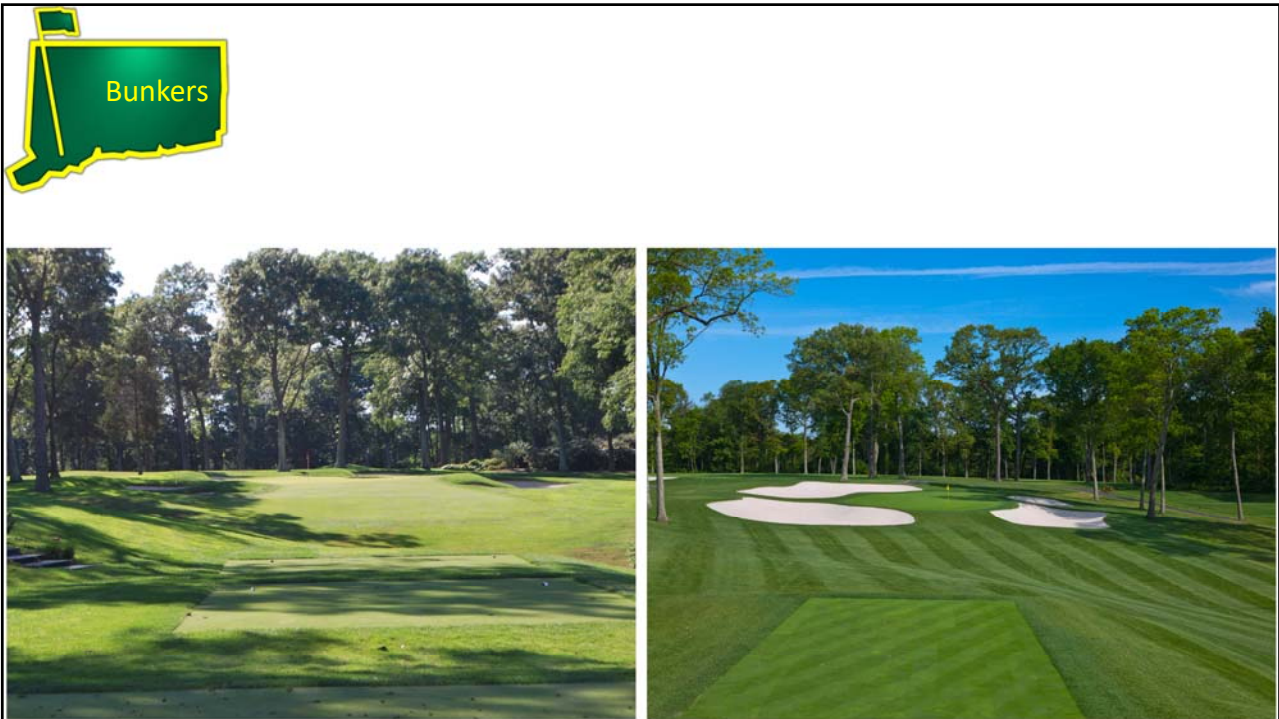


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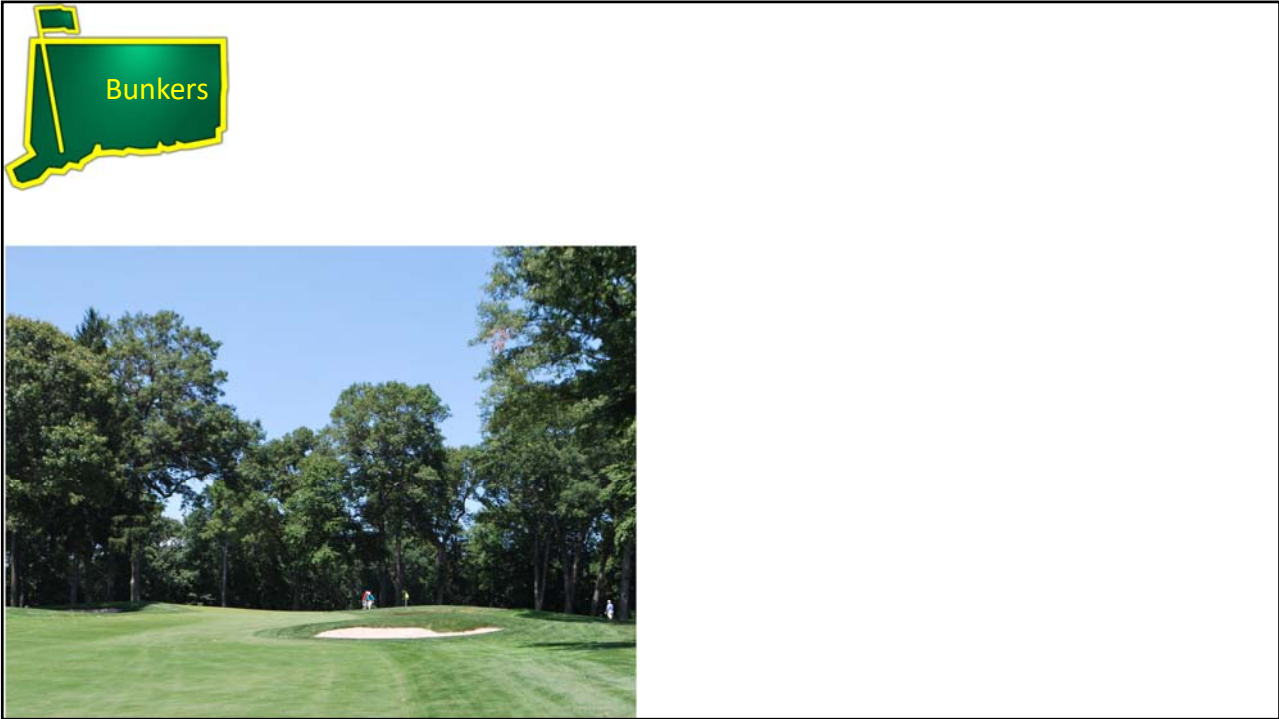




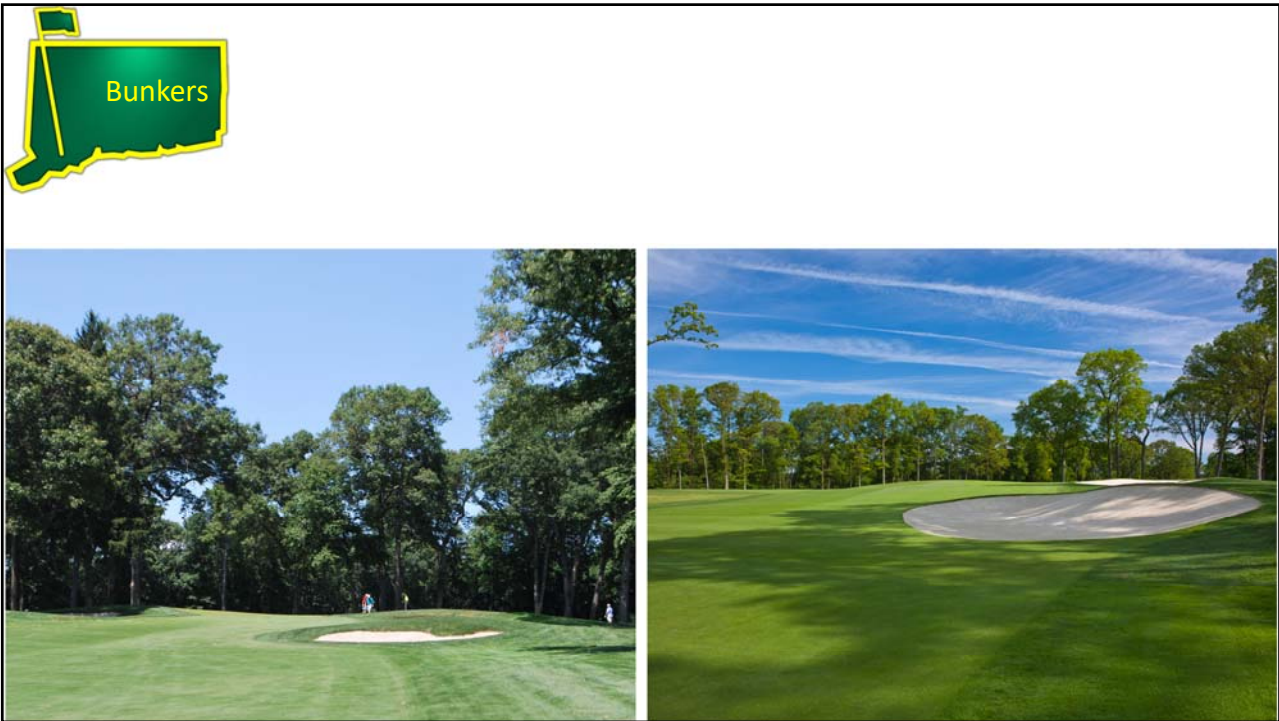
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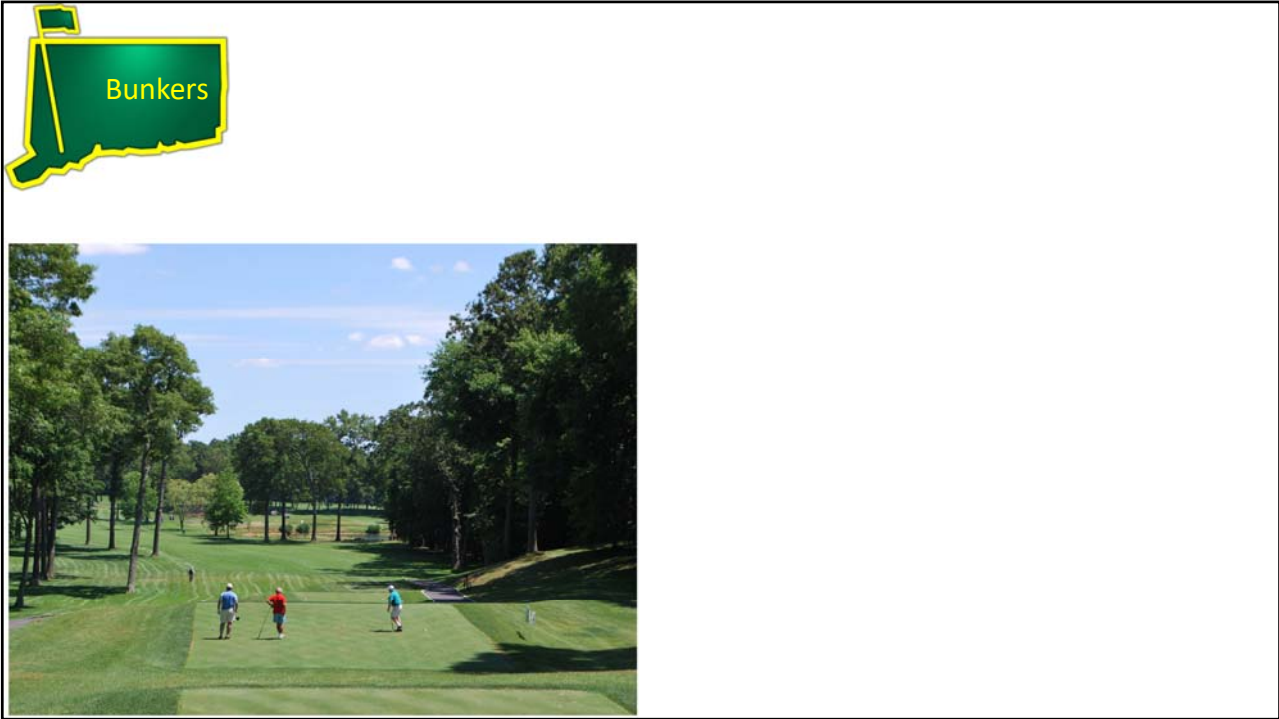


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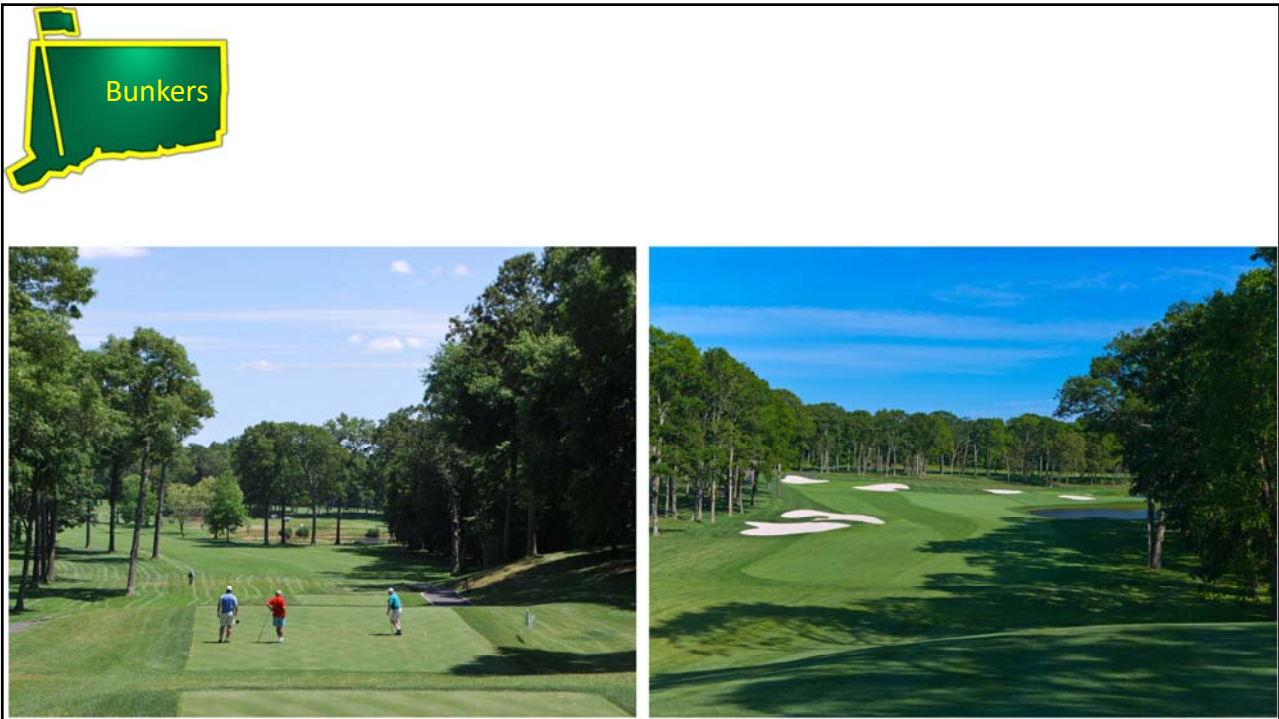


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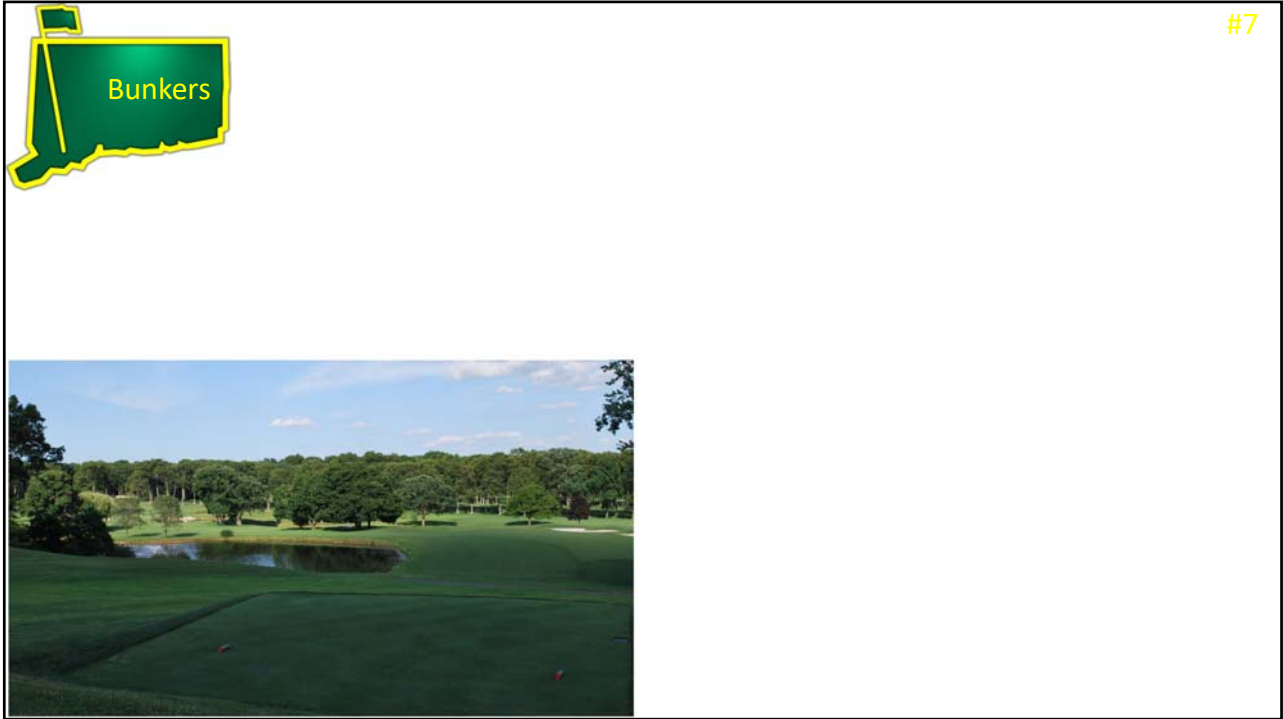




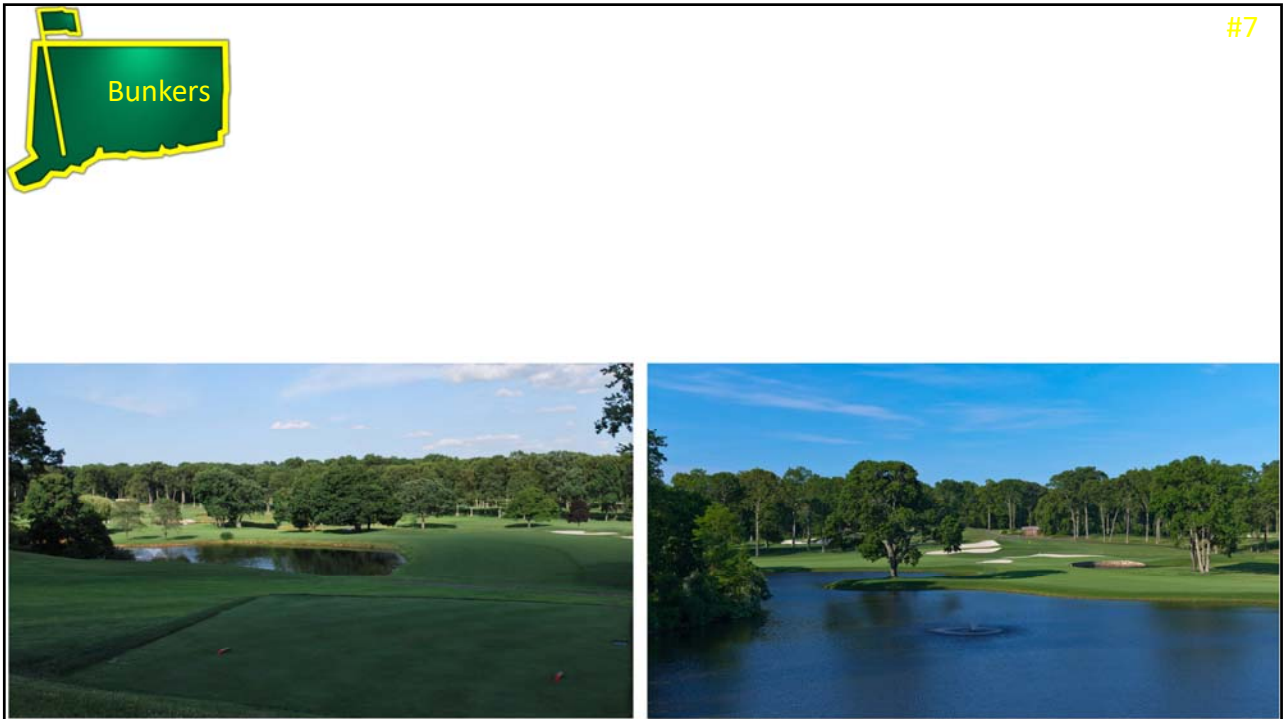
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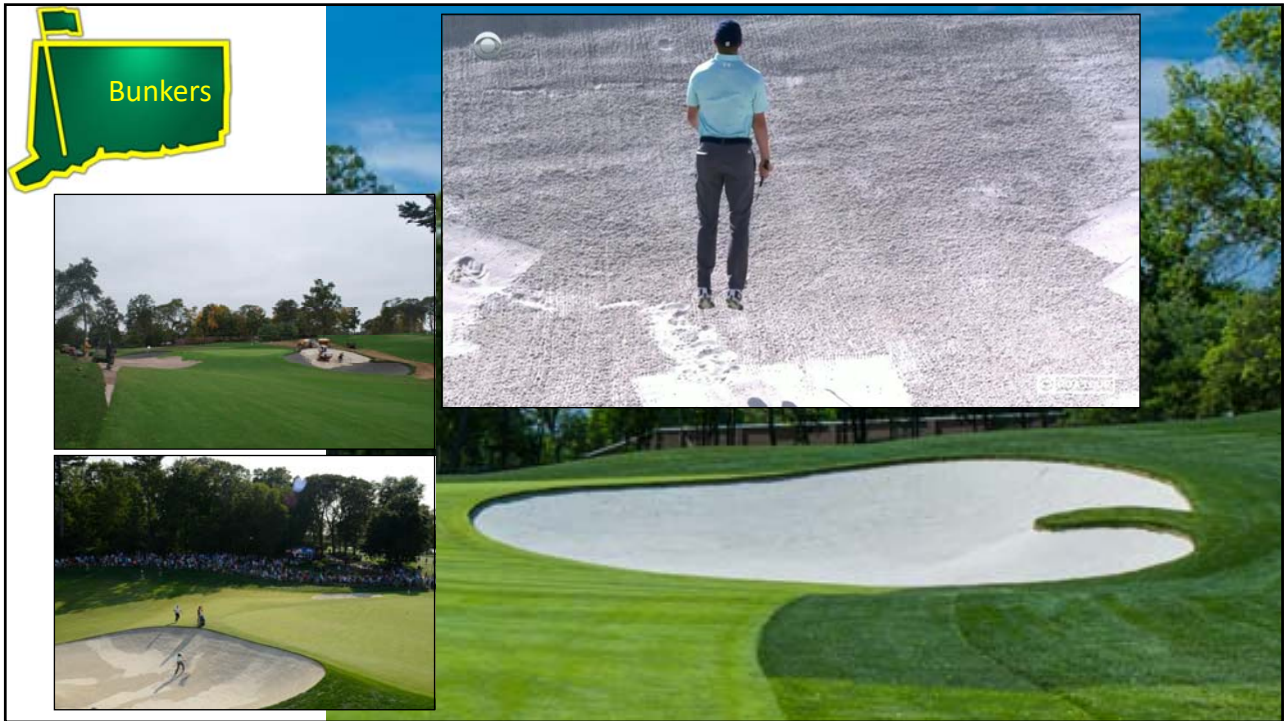


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**Bunkers**

**Better Billy Bunker Method™**  
Durable • Linerless • Guaranteed

Variable Sand Depth Diagram

Compared Sand Depth  
Compared Sand Depth

The advertisement features a central image of a worker in a white protective suit using a tool on a golf bunker. To the left is a green map of Indiana with the word 'Bunkers' in yellow. To the right is a diagram titled 'Variable Sand Depth Diagram' showing a cross-section of a bunker with vertical lines indicating sand depth. The diagram compares 'Compared Sand Depth' (shallow) with 'Compared Sand Depth' (deeper). The text 'Better Billy Bunker Method™' is prominently displayed in a white oval, with the tagline 'Durable • Linerless • Guaranteed' below it.

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**1**

The image shows a detailed top-down layout of a golf course hole. A red line indicates a '300yd Tee Shot' from the left towards the green. A blue line shows a path from the green towards the hole. The layout includes various hazards, trees, and a clubhouse on the left. Above the layout are two small inset images: a tiger on the left and a rabbit on the right. To the left of the layout is a green map of Indiana with the number '1' in yellow.

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Identity

Character  
 Distinctiveness  
 Feel  
 Experience  
 Charm  
 Originality  
 Atmosphere  
 Personality  
 Uniqueness  
 Memorability


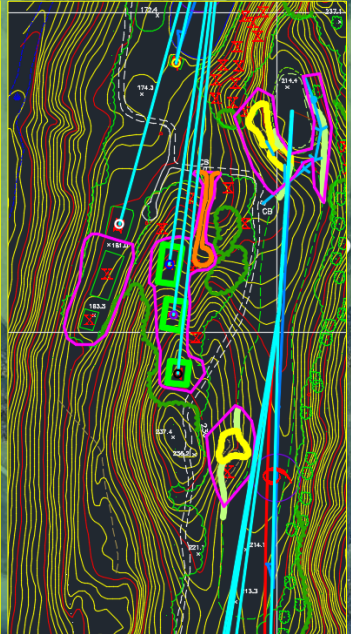



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Identity

Character  
 Distinctiveness  
 Feel  
 Experience  
 Charm  
 Originality  
 Atmosphere  
 Personality  
 Uniqueness  
 Memorability

The X Factor... a noteworthy special quality

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