

ARE YOUR
ADS UP TO
PAR?



VEGAS.COM

Golf Media Kit



Start talking with a golfer and chances are they don't really know much about their clubs.

No worries, our tools will have you swinging your irons with confidence.

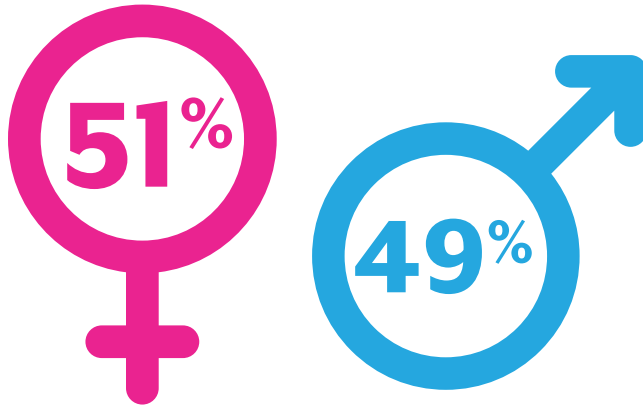
[Click here to discover why we are the right advertising platform for you.](#)





DEMOGRAPHICS

GENDER



AGE

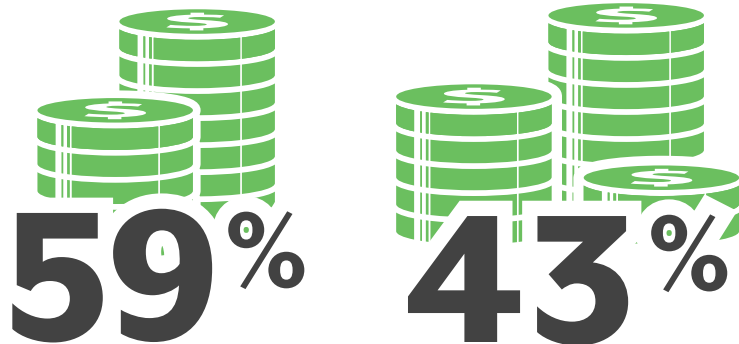
18-24	12%
25-34	27%
35-44	21%
45-54	17%
55+	6%



HOUSEHOLD INCOME

>\$75K

>\$100K



LOCALE

40% OF CUSTOMERS IN DRIVE MARKET (WITHIN 400 MILES)

OF CUSTOMERS IN FLY MARKET 60%

SITE TRAFFIC

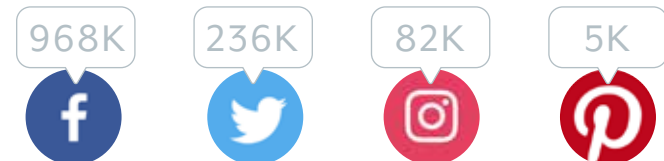


20MM MONTHLY PAGE VIEWS

60%
40%

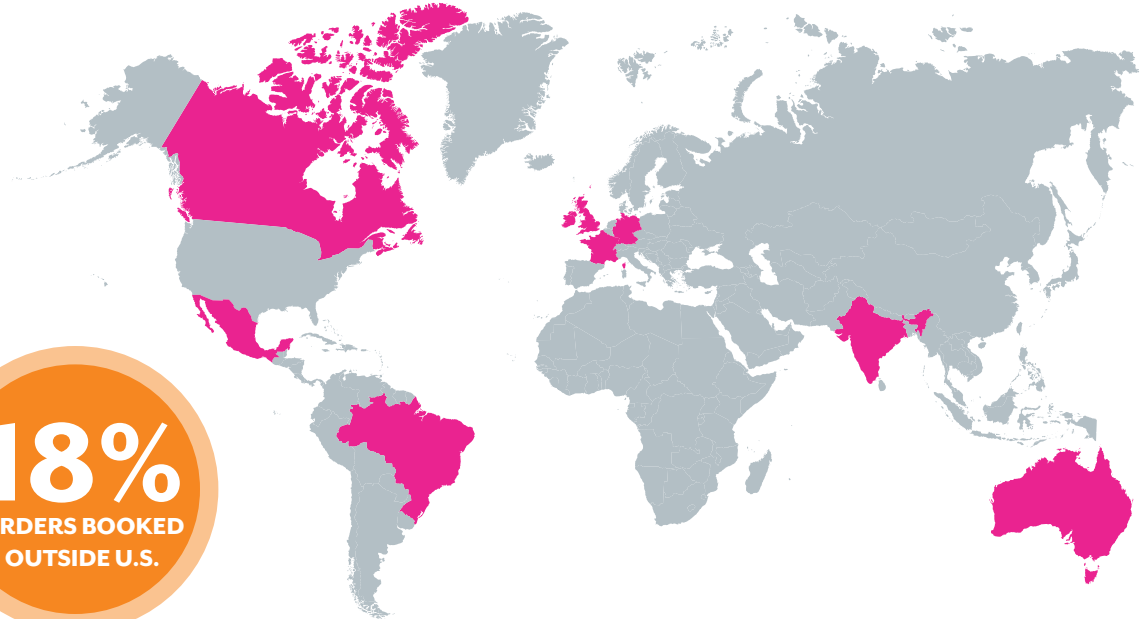
DESKTOP
MOBILE

SOCIAL REACH



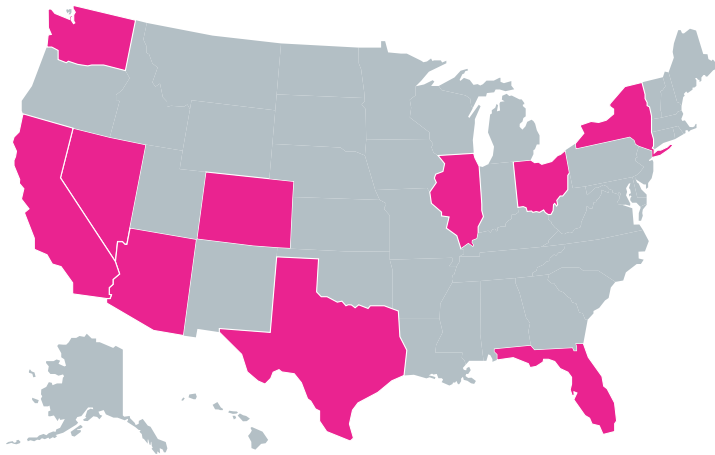
TOP INTERNATIONAL MARKETS

1. CANADA
2. UNITED KINGDOM
3. AUSTRALIA
4. MEXICO
5. BRAZIL
6. GERMANY
7. INDIA
8. IRELAND
9. FRANCE



TOP 10 STATES

- | | |
|---------------|---------------|
| 1. CALIFORNIA | 6. NEW YORK |
| 2. NEVADA | 7. FLORIDA |
| 3. TEXAS | 8. WASHINGTON |
| 4. ILLINOIS | 9. COLORADO |
| 5. ARIZONA | 10. OHIO |

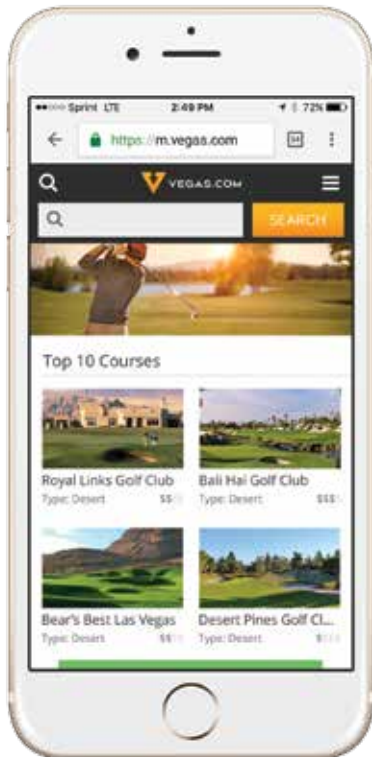


AD PLACEMENTS

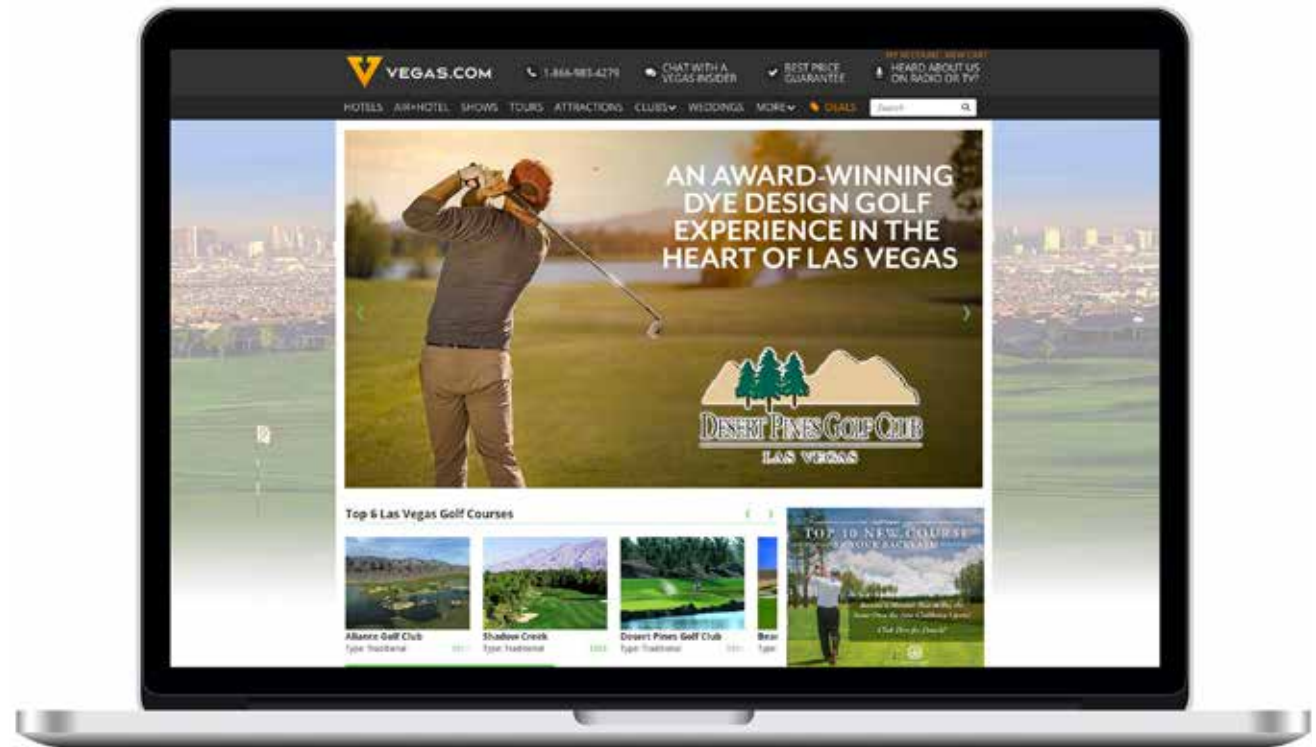
TEE OFF

Picture this: you're a golfer, looking to score some green -err- time on the green. But finding a lush tuft of grass in this sandbox can be trickier than stroking your way off the beach with a Big Bertha. So whaddya do? Consult the internet gods. Duh. And here's what you'll find: your new kickass, and supremely good-looking Vegas golf gurus. Pssst – it's us.

M.VEGAS.COM/GOLF



VEGAS.COM/GOLF



At Vegas.com, we've planted our seed, made it wet and clipped our short hairs until we had a **top organically-ranked golf page**.

Whew - irrigating is exhausting.

ON THE FAIRWAY

We're the **No. 1** sales and reservation site hooking people up in Sin City for almost 20 years, and we'll do better than just washing your balls for free.



VEGAS.COM 1-866-963-4279 CHAT WITH A VEGAS INSIDER BEST PRICE GUARANTEE HEARD ABOUT US ON RADIO OR TV!

HOTELS AIR+HOTEL SHOWS TOURS ATTRACTIONS CLUBS WEDDINGS MORE DEALS

1. AM AWARD-WINNING EYE DESIGN GOLF EXPERIENCE IN THE HEART OF LAS VEGAS

2. Top 6 Las Vegas Golf Courses

- Alamo Golf Club
- Shadow Creek
- Desert Pines Golf Club
- Reynolds

3. Top Las Vegas Golf Packages

- Master Weekend Package
- Get & Drive All-inclusive
- March Madness Package
- Reynolds

4. THE RHYTHMIC COURSE EXPERIENCE

5. THE RHYTHMIC COURSE EXPERIENCE

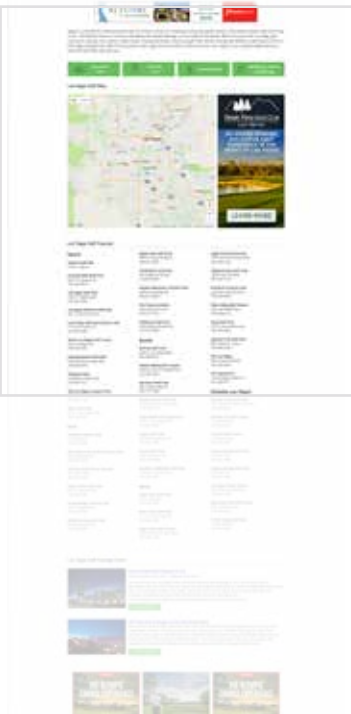
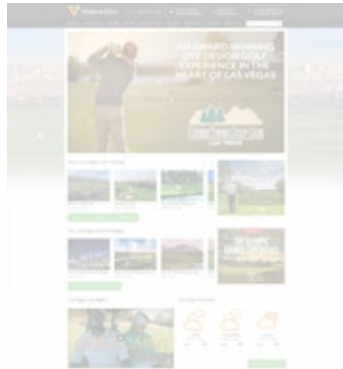
6. Las Vegas Spotlights

Las Vegas Weather

TODAY Mostly Cloudy High 70 Low 53	TOMORROW Mostly Cloudy High 66 Low 45	SUNDAY Partly Cloudy High 66 Low 47
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ON THE GREEN

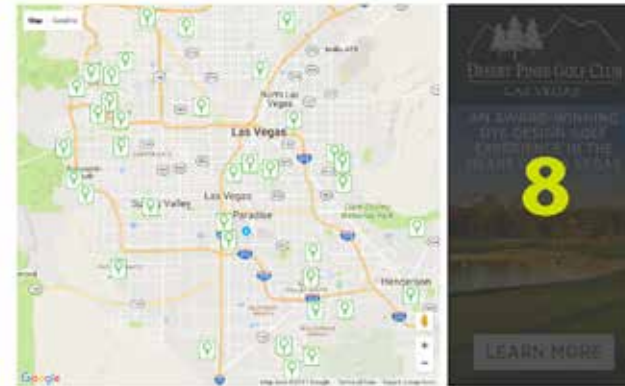
We're going to put you in front of our **highly qualified audience** for cheaper than you can get an escort to go away.



Vegas is a lot like an oversized sand trap. So when it comes to creating a lush green golf course in the desert, there's only one thing to do - let Mother Nature to show it and grow the sweet fairways on this side of the planet. With more than 50 Las Vegas golf courses to choose from, we've made it easy to book tee times, check out golf club rentals and decide where to take lessons from a PGA-approved golf pro. But if all you want to do is get down and dirty on the back nine, we support your questionable decisions. Just don't tell them we sent you.



Las Vegas Golf Map



Las Vegas Golf Courses

North

Alamo Golf Club

3180 E. Flamingo
702-229-8633

Las Vegas Golf Club

4882 W. Washington
702-645-3033

Las Vegas National Golf Club

1937 E. Sunset Blvd.
702-445-5436

North Las Vegas Golf Course

324 E. Brackley Ave.
702-439-1833

Painted Desert Golf Club

5305 Painted Desert Way
702-643-2576

Shadow Creek

Royal Links Golf Club

9396 E. Vegas Valley Dr.
888-421-6676

Southshore Golf Club

1300 Saddle Creek
702-854-6400

The Club at Sunset

5483 Club House Dr.
702-367-7501

Wildhorse Golf Club

2700 Warm Springs Rd.
702-454-8000

South

Ball Mill Golf Club

5180 S. Las Vegas Blvd.
702-400-8181

Desert Willow Golf Course

2200 W. Harmon Ridge Pkwy.
702-263-4653

Eight Crest Golf Course

2228 Stratos W. Ryan Blvd.
702-340-1322

Highland Falls Golf Club

13000 Sun City Blvd.
702-254-7010

Red Rock Country Club

2250 Red Springs Drive
702-384-8400

Palm Valley Golf Course

5071 Del Webb Blvd.
702-363-4373

Sierra Golf Club

32175 Sierra Manor Ave.
702-343-6500

Spanish Trail Golf Club

5050 Spanish Trail Ln.
702-384-9050

TPC Las Vegas

3831 Canyon Run Dr.
702-236-2800

TPC Summerlin

SHOOT A BIRDIE

Seriously, you couldn't get better exposure if you wrote your number on a bathroom stall. **Blending in sucks**, so stand out on the page everybody visits to find the deets and divots on Las Vegas golf courses.



- | | | |
|---|---|--|
| <p>702-738-1121</p> <p>Wynn Golf Club
3737 S. Las Vegas Blvd.
702-770-5575</p> <p>East</p> <p>Anthem Country Club
1 Club Side Dr.
702-614-5000</p> <p>Black Mountain Golf & Country Club
506 Greenway Rd.
702-945-7033</p> <p>Chimera Golf Club at Toscana
881 China Plaza
702-951-1936</p> <p>Desert Pines Golf Club
2470 E. Sorrento Rd.
702-888-4430</p> <p>DragonRidge Country Club
352 S. Stephanie St.
702-614-4444</p> <p>Reflection Bay Golf Club
75 Stonegate Blvd.
702-942-4633</p> | <p>Boomer Ranch Golf Club
20 Rhodes Ranch Parkway
702-740-6114</p> <p>TaylorMade Golf Experience
6780 S. Las Vegas Blvd.
702-997-9500</p> <p>Legacy Golf Club
130 Par Excellence Dr.
702-897-2200</p> <p>Revere Golf Club
2000 Hampton Rd.
702-299-4963</p> <p>Southern Highlands Golf Club
1 Robert Frost Jones Ln.
702-263-1000</p> <p>West</p> <p>Angel Park Golf Club
100 S. Rampart
702-254-4853</p> <p>Bea's Beer Golf Club
11111 W. Flamingo Rd.
702-864-8559</p> <p>Eagle Crest Golf Course
2285 Thomas W. Ryan Blvd.
702-240-1320</p> | <p>Booulder Creek Golf Club
1001 Veterans Memorial Drive
702-294-6334</p> <p>Booulder City Golf Course
1 Clubhouse Dr.
702-293-4230</p> <p>Canasta Golf Course
1 Canasta Drive
702-294-2000</p> <p>Coyote Springs Golf Club
3000 Ivy Hill
702-472-1400</p> <p>Coyote Springs Golf Club
3000 Ivy Hill
702-472-1400</p> <p>Las Vegas Palms Resort
10325 NewWay Path Blvd.
702-698-1400</p> <p>Mountain Falls Golf Course
5001 Clubhouse Dr.
779-537-6033</p> <p>Primm Valley Golf Club
1 Vines West Rd.
702-675-3400</p> |
|---|---|--|

Las Vegas Golf Package Deals



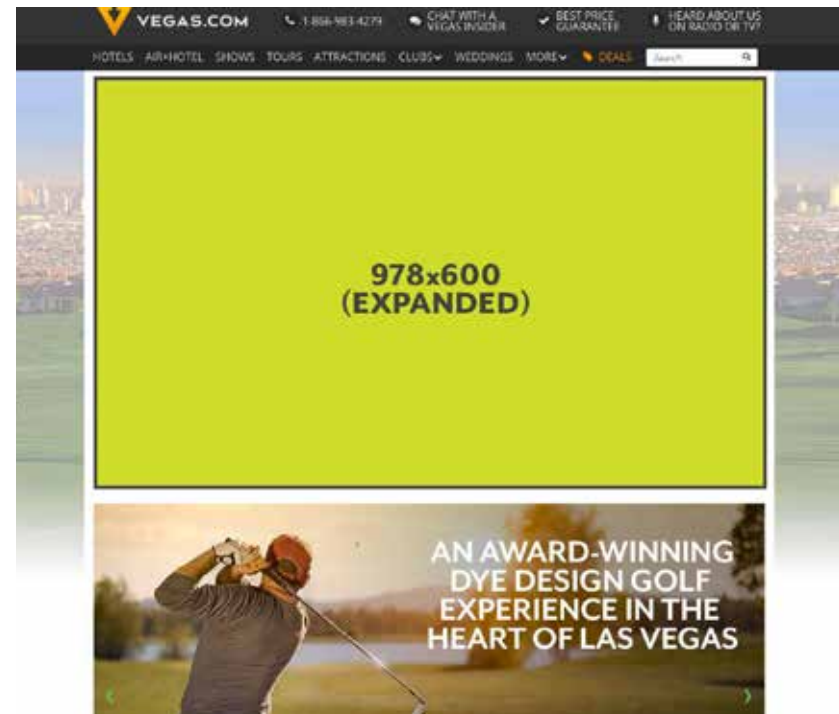
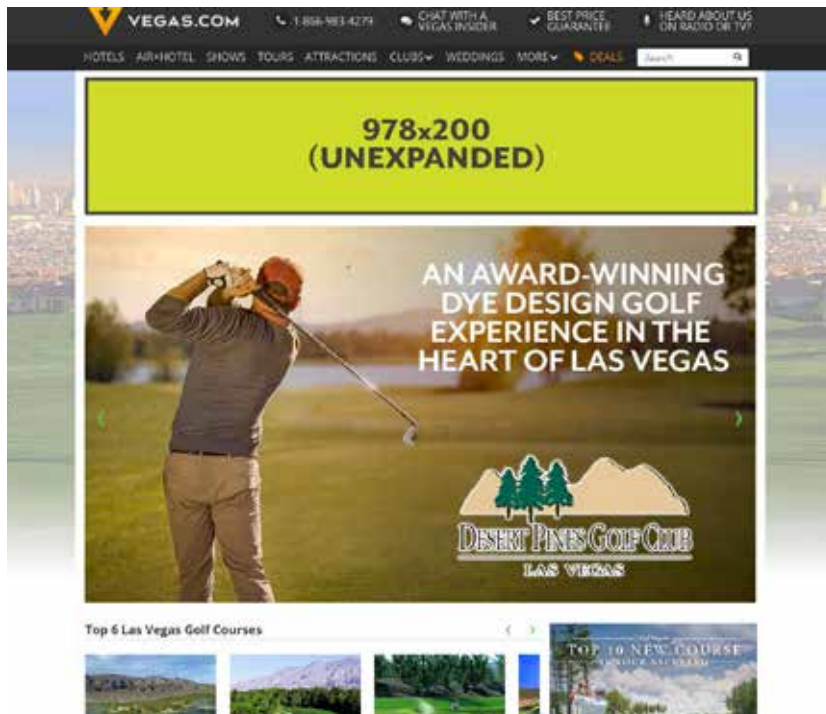
VIP Rock Star Package at the Hard Rock Hotel
Want to know what it's like to feel like a real rock star? The VIP Rock Star Package lets you carry out your rockstar dream of rocking around by day, and savoring your rockstar after-noon by night. Treat yourself to six nights at the world-famous Hard Rock Hotel & Casino and a round of golf at Ball's Hot and Royal Links Golf Club starting at \$469 per player. And if you really want to flex your star power, add upgrades like full-priced Cartaway rentals and get up to \$40 off at Las Vegas' hottest venues.

[LEARN MORE](#)



SHOOT AN EAGLE

You wouldn't tee off with a putter, would you? This high-impact push-down ad auto expands on the initial page load, allowing you to perfect your long stroke.



SINK YOUR PUTT

MEDIA PACKAGE

Classic Showcase



Scripted Content



Includes:

- Filming - Ground & Drone Aerial
 - Course, range, clubhouse (interior/exterior), retail shop, banquet space, other special features upon request.
 - Actors if applicable for additional cost.
- Production
- Editing
- Delivery of 60 second (minimum) video asset for use on Vegas.com or advertiser discretion.
- Classic showcase or scripted content videos available.

THE FRONT 9

(Rate Card)

AD UNIT	PLACEMENT	SHARE OF VOICE	MONTHLY RATE
1	BILLBOARD - VIDEO* OR STATIC (SPOT 1-3)	MAX 6	\$1,100
1	BILLBOARD - VIDEO* OR STATIC (SPOT 4-6)	MAX 6	\$950
2	TOP 10 COURSES (SPOT 1-5)	MAX 10	\$500
2	TOP 10 COURSES (SPOT 6-10)	MAX 10	\$300
3	TOP PACKAGES (SPOT 1-5)	MAX 10	\$500
3	TOP PACKAGES (SPOT 6-10)	MAX 10	\$300
4	300 X 250 (POSITION #1)	50%	\$550
5	300 X 250 (POSITION #2)	50%	\$550
6	VEGAS SPOTLIGHTS - UP TO 60 SEC VIDEO*	MAX 4	\$1,100
7	728 X 90	50%	\$500
8	300 X 600	50%	\$450
9	MAP & COURSE LISTING HYPERLINK	NO MAX	\$300/LISTING
10	DRESS LIKE A PRO HYPERLINK	NO MAX	\$100/LISTING
11	GOLF LIKE A PRO HYPERLINK	NO MAX	\$100/LISTING
12	CLUB RENTALS HYPERLINK	NO MAX	\$100/LISTING
13	WEDDING & EVENTS HYPERLINK	NO MAX	\$100/LISTING
14	LAS VEGAS GOLF PACKAGE LISTING	NO MAX	\$300/LISTING
15	300 X 250 FOOTER (RIGHT)	50%	\$200
16	300 X 250 FOOTER (CENTER)	50%	\$200
17	300 X 250 FOOTER (LEFT)	50%	\$200
	978 X 200 / 978 X 600 PUSH DOWN AD	50%	\$1200

THE BACK 9

(Package Rates)

PACKAGE	DESCRIPTION	FULL RATE	PKG RATE
A	BILLBOARD AND MAP & COURSE LISTING (1 & 9)	\$1,450	\$1,305
B	TOP 10 COURSES AND MAP & COURSE LISTING (2 & 9)	\$850	\$765
C	BILLBOARD, TOP 10 COURSES, DRESS LIKE A PRO HYPERLINK, GOLF LIKE A PRO HYPERLINK, CLUB RENTAL HYPERLINK, LAS VEGAS GOLF PACKAGE LISTING (1, 2, 10, 11, 12, & 13)	\$2,400	\$2,160
D	TOP 10 COURSES, 300 X 250, MAP & COURSE LISTING, LAS VEGAS GOLF PACKAGE LISTING (2, 3, 9, & 13)	\$1,700	\$1,530
	MEDIA PACKAGE - CLASSIC		\$5,000
	MEDIA PACKAGE - SCRIPTED		\$8,000

Ask about custom package rates and social media add-ons.

TERMS & CONDITIONS

- 6 month min. term or \$2,000 IO value required
- Payment due in advance of term
- Rates are monthly unless otherwise noted
- All placements include desktop + mobile equivalent advertising

