



Golf Club Network



Golf Club Network - Overview

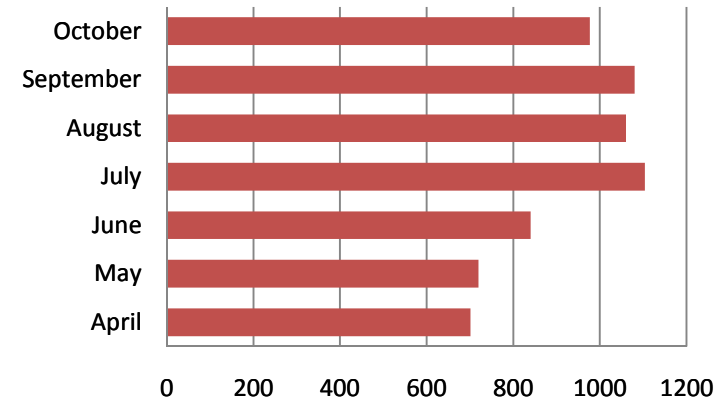
Gemini Network Media

Golf Club Network brings golf clubs up to the 21st century with a presentable highly optimised website

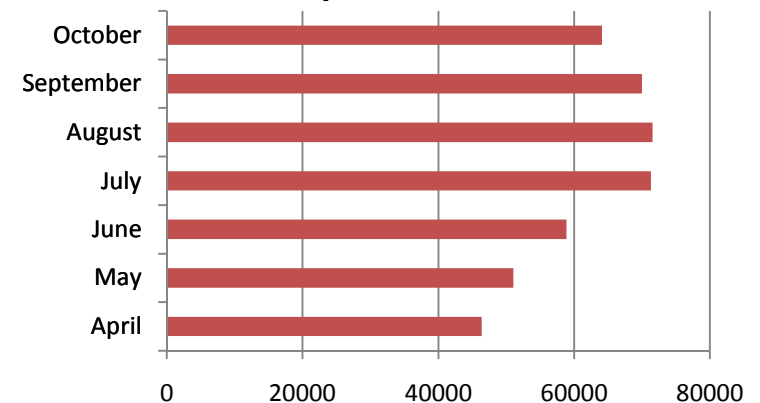
- Founded 2007
- 11 Employees
- 117 active sites
- 150 clubs signed up
- Target - 200 sites by 2011
- Vast array of templates i.e.
 - Traditional www.cradoc.co.uk
 - Modern www.alicespringsgolfclub.co.uk

*Statistics from Adtech independent Ad Server

Ad Impressions '000



Unique Users



Golf Club Network – Advertising Facts and Figs

Advertising Statistics

- High Impact placements – only 2 ads per page
- Trust and affiliation towards club sites
- Club members - most affluent golfers
- Advertising includes Display Banners, Newsletters (static images only)
- 1 million ad impressions per month on websites
- 150,000 impressions per month on newsletters (2010)
- Average Unique Users March-Sept 75,000 per month (predicted 90k 2010)
- Average ad impressions per user 15
- Section Sponsorship
- Homepage targeting
- Ad sizes 300x250, 728x90, 120x600, 468x60

Top Performing Sites - Sept

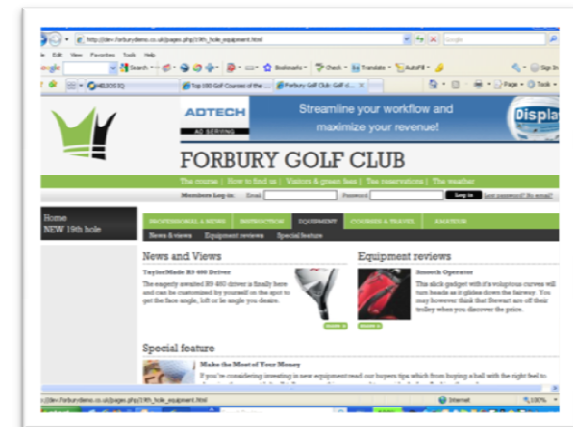
Website	Ad Imps	Clicks	C-Rate [%]
Lancaster Golf Club	13,708	42	0.31
Hampstead Golf Club	12,194	38	0.31
Sittingbourne Golf Club	10,269	31	0.30
Caernarfon Golf Club	3,017	9	0.30
Wetherby Golf Club	13,012	38	0.29
Elsham Golf Club	24,261	63	0.26
Woodford Golf Club	7,425	18	0.24
Letchworth Golf Club	12,970	28	0.22
Sherborne Golf Club	12,580	28	0.22
Ipswich Golf Club	44,398	95	0.21
Fynn Valley Golf Club	31,662	68	0.21
Newport Golf Club	13,979	30	0.21
Corhampton Golf Club	22,297	45	0.20
Romsey Golf Club	15,507	31	0.20
Radyr Golf Club	10,882	22	0.20
Hockley Golf Club	31,841	60	0.19

*Statistics from Adtech independent Ad Server

Golf Club Network Sections

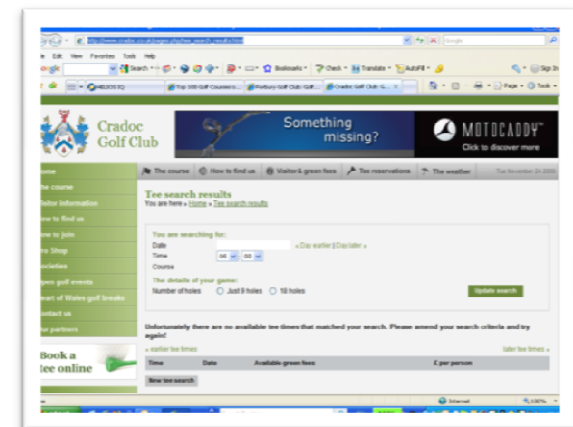
19th Hole Editorial Content

- Section targeting including 19th hole
- Editorial content (Members only)
- Travel and Equipment info
- RSS news feeds
- Instruction
- http://dev.forburydemo.co.uk/pages.php/19th_hole_home.html



Online tee time booking introduced October

- Open to members and non members
- Advertising within tee booking section
- Increased traffic
- http://www.cradoc.co.uk/pages.php/tee_search_results.html



Golf Club Network Newsletter

- GCN Newsletters offer a unique opportunity to target club members within correspondence from their club
- Very high click rates as targeting users when most receptive
- Impressions are only counted when ad is displayed
- Advertising options are limited to static gifs images
- 120x600 or 468 sizes available

From: Simon Bale
To: 'andrew.keehn@mediadriveltld.co.uk'
Cc:
Subject: FW: Latest news from the club

Cradoc Golf Club
Latest news from the club



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