



A dark green circular logo containing the text "GOLF LINK" in a white serif font. A small yellow flag is positioned above the letter "L". Below the logo name, the text "Media Kit 2017" is written in a white sans-serif font.



About GolfLink

GolfLink is the most inclusive online golf community, offering players of every skill level access to more than 20,000 golf courses nationwide. Detailed yardage maps, course flyovers, lessons from PGA pros and exclusive deals and discounts help golfers get more out of every round—from a smoother swing to a more confident chip shot. Personalized game tracking provides golfers with their handicap, putting average, fairways in regulation percentage and more! The Activity Feed helps golfers post and share scores and photos with their friends and more than 450,000 other GolfLink members.

 **GOLF**LINK



The GolfLink Consumer

Age



Rounds Per Year



450,000
SUBSCRIBERS

7 Million
UNIQUE USERS PER YEAR

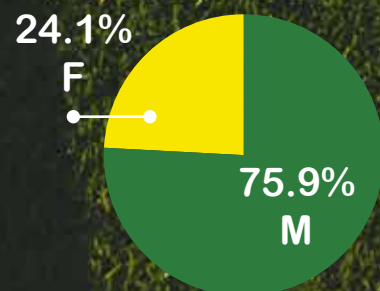
16 Million
WEBSITE PAGE VIEWS
PER YEAR

EMAIL LIST OF
450,000
ACTIVE GOLFERS

56%
TRAFFIC FROM
MOBILE DEVICES

6500
FANS ACROSS
ALL SOCIAL
CHANNELS

Gender



GolfLink Ad Specs

We offer customized programs that allow you to tap into our highly targeted, highly motivated customer base, all within the context of viewing and sharing their most relevant articles. GolfLink can drive traffic to your site or store, encourage trial, and help build your brand.

Partner with GolfLink– and experience the results.

Desktop Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	728 x 90 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Tall Rectangle	300 x 600 pixels	20kb	Max 4 times	Top of Sidebar	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Slideshows	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	Quizzes	39kb

Mobile Advertising Specifications

Name	Ad Unit Size	File Size	Looping	Placement	Flash
Banner	320 x 100 pixels	20kb	Max 4 times	Top of Page	39kb
Banner	320 x 50 pixels	20kb	Max 4 times	Top of Page	39kb
Medium Rectangle	300 x 250 pixels	20kb	Max 4 times	First Rectangle Slot	39kb

Targeting Capabilities

All Verticals, Geo-targeting, DMA and Zip code, Competitive Ad Blocks, and customized targeting upon request

Ad Server

We use Google DFP, a third party ad serving company

Reporting

We use Google DFP for reporting.

Other Advertising Information

We have a strict CPM model, and do not accept CPC or CPA ads. We do NOT sell text link ads under any circumstances, please do not inquire.

A top-down view of a circular hole in the ground. The hole is surrounded by dark brown soil. Inside the hole, a patch of bright green grass is visible. In the center of the grass, a white golf ball with a dimpled texture is positioned. The background through the hole is a bright blue sky with scattered white clouds.

Advertise with us:
advertise@golflink.com

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