

Golfweek®

Connect:

The multi-platform solution for reaching golf's most important audience.

In Print

Online

On The Air

On The Go

On The Tee

2007
Opportunity Kit

On The Air

In recent years, online video has been gaining increased popularity at a fast pace...and *Golfweek*, as golf's news leader, is continuing to lead the way and is the first to connect streaming video to golf, with GolfweekTV.

*More than 100 million users consume online streams and downloads in the U.S. in a month, representing almost 60 % of the U.S. online population.**

GolfweekTV.com

Over a three month period...the average user viewed 73 minutes of streaming video content per month....The 18-34 year old male segment viewed 84 minutes of video content per month.**

*Male users account for 61% of all video streamers.**

*ComScore report on August Web habits of 1.5 million Internet users.

"As our viewers evolve and find new ways to get content, we have to be there. That means putting aside some very traditional thinking."

– Anne Sweeny, President ABC Television, Wall Street Journal, Oct. 31, 2005

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GolfweekTV
Golf's Online Television Network

GolfweekTV.com

Launched in 2006, GolfweekTV.com is golf's first online television network providing original programming that continues the editorial excellence and in-depth coverage for which *Golfweek* is known and respected.

GolfweekTV is available online at GolfweekTV.com offering many exciting sponsorship opportunities and entertaining, original programming including:

- **Preferred Lies** -

A golf talk show, airing on Wednesday, featuring *Golfweek* writers and editors, hosted by Peter Kessler that engages in "Intelligent Golf Discourse." Each week *Golfweek* writers discuss the issues, personalities and events that affect the game of golf. The show occasionally features guest appearances and episodes are available in full-length format and in topical pods. Dave Seanor, Jeff Babineau, Jeff Rude, Jim Achenbach, Rex Hoggard, Jay Coffin and Beth Ann Baldry are regular participants on the "Preferred Lies" panel.



- **Amateur Summer** -

Providing in-depth coverage of the summer amateur golf competition schedule, that runs from Memorial Day through Labor Day. This weekly program, hosted by Asher Wildman, features live reports, results, player profiles and interviews from the top amateur tournaments across the U.S., such as the U.S. Men's and Women's Amateur, Sunnehanna Amateur, the

AJGA Footjoy Junior and the Northeast Amateur. Aside from tournament coverage, "Amateur Summer" will present player profiles and cover the development of international competitors and highlight prominent juniors from across the country.



GolfweekTV.com

• The Majors -

Golfweek writers go beyond the leaderboard and provide a unique perspective on the players and stories at the game's biggest events. Presenting detailed coverage and programming of golf's major events: the Masters, U.S. Open, PGA Championship and British Open, "The Majors" will also cover the "Fifth Major," the Tournament Players Championship.



• PGA Merchandise Show -

In 2007, Golfweek will provide comprehensive onsite coverage from the PGA show floor. With in-depth interviews with the top executives in the industry, viewers will be able to get a feel for the show floor. Focusing on the state of the industry and the future of golf, the PGA Merchandise coverage will provide insight into it all, from the hottest trends to the newest equipment.

GolfweekTV.com

• New Product Showcase -

Golf's first and only online video new product showcase will provide equipment manufacturers the ability to promote new products in video format to GolfweekTV visitors.



"Some 40 percent of video viewers have clicked on an accompanying link or visited a Web site mentioned in the video."

– Study by the Online Publishers Association and Frank N. Magid Associates

On The Air

- **Around Campus TV** -

Beginning in the fall and continuing through spring, GolfweekTV will provide weekly coverage of the college golf seasons.

Prior to the start of the fall college golf season, GolfweekTV will broadcast *Golfweek's* NCAA Preview show, which will look ahead at the top programs and players for the upcoming college golf season.

A portion of the NCAA Preview will include the announcements of *Golfweek's* pre-season All American Teams. Throughout the fall and spring college golf seasons GolfweekTV will provide thorough weekly coverage of the college tournaments, teams and players as they chase the national championship.

In addition, GolfweekTV will air complete video coverage of the college golf championship season from the men's and women's regionals through the NCAA Championship.



GolfweekTV.com

Golfweek 2007 Opportunity Kit

"Of the U.S. online population 66 percent have seen an online video ad, and 29 percent have acted on what they've seen."

- Study by the Online Publishers Association and Frank N. Magid Associates

GolfweekTV Video Details and Specs

Advertising Opportunities

:15 spot in front of all programming, plus a 234 X 60 banner and logo included in all promotional materials for programs.

Please send all video submissions in one of the following uncompressed formats:

- MiniDV – Full Resolution
- DVD – Full Resolution
- DVD – Uncompressed .MOV

Please send all assets to:

Golfweek
Attn: Stacey Oleck
1500 Park Center Drive
Orlando, FL 32835
(407)563-7053
SOleck@golfweek.com

GolfweekTV.com

The screenshot displays the GolfweekTV website layout. At the top, the logo 'GolfweekTV' is prominent, with the tagline 'Golf's Online Television Network' below it. A 'Most Recent Videos' section lists three items: 'Amateur Summer 06-20-06', 'U.S. Open News Conference', and 'U.S. Open - Winged Foot'. On the left, a vertical navigation menu includes links for HOME, VIDEO LIBRARY, Preferred Lies, Amateur Summer, Around Campus TV, Golfweek at the Majors, The Sweet Spot, Newsmakers, Video Archives, New Product Showcase, Spot of the Week, Golfweek.com, Golfweek Business, Golfweek Events, Media Kit, and Contact Us. The main content area features a large video player with the GolfweekTV logo. Below the player is a 'New Product Showcase' section with sponsored videos for Mizuno MX-500 Driver, F-50 Fairway Woods, Stulz Golf, and Mizuno MX-900. To the right, there are three featured articles: 'Preferred Lies' with a photo of Peter Kessler, 'Amateur Summer' with a photo of a golfer, and 'Golfweek at the Majors' with a photo of a golfer. At the bottom right, there are two more article teasers for 'U.S. Open News Conference' and 'U.S. Open - Winged Foot'. A sidebar on the left contains a 'Flash Player' warning, an 'RSS' feed icon, and a 'FREE! Pro V1 Golf Balls' advertisement.

THE FIRST AND ONLY VIDEO NEW PRODUCT SHOWCASE IN GOLF!

The GolfweekTV New Product Showcase enables advertisers to promote new products in video format to GolfweekTV visitors. One click will allow consumers to view the latest in golf equipment. Videos are produced and provided by the advertiser. The New Product Showcase is located on the GolfweekTV homepage and co-exists with GolfweekTV original video content.



New Product Showcase location on GolfweekTV.com homepage



Picture, name of product and 10 words of advertorial copy

10 minute advertorial video, linkable banner and 50 words of advertorial copy

QUICK FACTS:

- New Product Windows
- 9 Video Pods available
- Video Pods rotate each time page refreshes
- Located below the video player on homepage
- Videos are not to exceed 10 minutes

NEW PRODUCT SHOWCASE PACKAGES:

Pay Per View model:

- \$500 set up fee
- \$200 per every 100 views

Example: If a video received 500 views over the course of a month, the cost to the client would be \$500 setup fee, plus \$1,000 pay per views for a total of \$1,500.