

ClubandResortBusiness.com



ClubandResortBusiness.com is an online community where Club and Resort Professionals stay informed—no matter where they are—through continuously new editorial content, daily news and blogs, content-rich eNewsletters and multiple social platforms for interaction with both *Club & Resort Business* writers and each other.



2012 eMedia Planning Calendar

2012 PREMIUM PARTNER PROGRAM

An exclusive opportunity to build brand preference and sales.

The importance of an integrated marketing campaign cannot be overlooked. But it is equally important to understand how all the various media we have at our disposal can work in concert with each other. What **Club & Resort Business** does is marry the elegance and contemplative pace of print with the immediacy and excitement of electronic technologies through **ClubandResortBusiness.com**. We are able to interface with our clients' online branding strategies by utilizing new and existing content to make both products more effective and intelligent. As a **C&RB** advertiser, here's how an integrated online platform will complement your print strategies:

Only eight companies will get to take advantage of this unique partnership opportunity that includes:

- **Exclusive Branding** — You won't get lost in the crowd because there is no crowd. With room for eight partners, your company is positioned as a market leader.
- **Consistent Exposure** — Your brand is seen in the most highly visible locations on every page view and every eNewsletter that *Club & Resort Business* delivers to its sought-after audience of club managers.
- **Comprehensive Coverage** — *ClubandResortBusiness.com* Premium Partners are part of a comprehensive program that includes web, email, and lead generation.
- **Significant Savings** — Our goal is to help grow your business with an integrated marketing approach leveraging your marketing dollars. Partners get the highest discounts available, over 50-60% off standalone rates.
- **One-Time Annual Buy** — Researching media options and fielding sales calls take time. Time is money. When you buy the Partner Program, you're putting more of your time back into your hands. *One buy, total coverage.*

- **Mobile Access** — Club and resort professionals are using mobile devices more than ever. In response, *ClubandResortBusiness.com* will also have a mobile version of the web site specifically optimized for iPhone, Droid, BlackBerry and other mobile devices. In addition, our eNewsletters will be optimized for mobile devices. Just one more way we surround your target audience 360°.

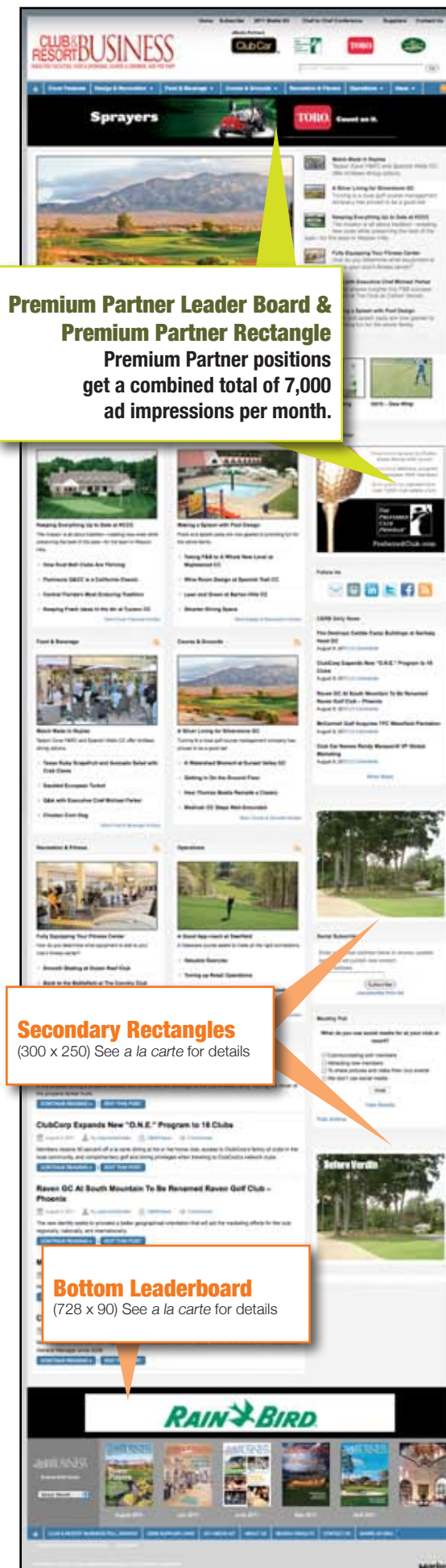
As a *ClubandResortBusiness.com* Premium Partner, your potential exposure will be:

- ★ Your logo at the top of all *ClubandResortBusiness.com* pages as a Premium Partner (420,000 impressions annually);
- ★ 42,000 website leaderboard impressions (3,500/month);
- ★ 42,000 website rectangle impressions (3,500/month);
- ★ Three weeks worth of welcome ads
- ★ Your logo in every eNewsletter as a Premium Partner (over 230,000 eNewsletters monthly);
- ★ Your Leaderboard ad on our eNewsletters will give you daily exposure.

This adds up to an annual \$30,000 investment as part of your 2012 *Club & Resort Business* advertising plans.

A unique and exclusive opportunity to set your company apart as a market leader with club and resort professionals.

- Set your company apart from your competitors.
- Ensure your marketing dollars impact the right people at the right time.
- Get the most impact from an integrated marketing budget.



Premium Partner Logo
Your logo appears on EVERY page of our site as a *Club & Resort Business* Partner.

Premium Partner Welcome Ad
Premium Partners rotate equally.

Premium Partner Leader Board & Premium Partner Rectangle
Premium Partner positions get a combined total of 7,000 ad impressions per month.

Secondary Rectangles
(300 x 250) See a la carte for details

Bottom Leaderboard
(728 x 90) See a la carte for details



Premium Partner Logo and Leaderboard
Your logo appears on EVERY eNewsletter as a *Club & Resort Business* Partner, plus daily exposure to our opt-in email subscribers.



Skyscraper
(160 x 600) See a la carte for details

Bottom Leaderboard
(728 x 90) See a la carte for details

a la carte ONLINE ADVERTISING

ClubandResortBusiness.com is an information resource and social networking community serving personnel at Private, Semi-Private, Resort and Upscale Daily-Fee Golf Clubs (Municipal golf facilities), City/Dining Clubs, Yacht Clubs, and Management Companies.

ClubandResortBusiness.com offers targeted search functions, vertical content channels, community interaction, discussion, networking, and support between industry professionals. Additionally, ClubandResortBusiness.com and its advertisers benefit from top search engine visibility on thousands of industry related terms and topics.

Visitor traffic to ClubandResortBusiness.com is currently approximately 10,000 unique visitors per month, resulting in nearly 30,000 page views and 8,000 ad impressions per month. Our visitor base is growing everyday as are our social networking communities.

2012 C&RB A La Carte Advertising Rates for Website

Secondary Rectangles (300x250)		Bottom Leaderboard (728 x 90)	
Advertisers in rotation	3/space	Advertisers in rotation	3
Impressions per Advertiser	8,000	Impressions per Advertiser	8,000
Cost/Month	\$750	Cost/Month	\$600

2012 C&RB A La Carte Advertising Rates for eNewsletters

Skyscraper (160 x 600)		Bottom Leaderboard (728 x 90)	
Advertisers in rotation	1	Advertisers in rotation	1
eNewsletter Subscribers	11,500	eNewsletter Subscribers	11,500
eNewsletters Sent	57,500/wk	eNewsletters Sent	57,500/wk
Cost/Week	\$650	Cost/Week	\$500

ADVERTISING STAFF

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WEB AD SPECS

Leaderboard

Dimensions 728 x 90 (Leaderboard) /
 File size Up to 40K
 File format GIF, JPG, SWF (Flash)
 Animation 3 loops and 15 seconds maximum
 URL Address of web page when someone clicks ad

Welcome Ad

Dimensions 640 x 480 (Defaults to homepage after 20 seconds
 File size Up to 100K (FLASH, file size limit 200K)
 File format GIF, JPG (FLASH)
 Animation 3 loops and 20 seconds maximum
 URL Address of web page when someone clicks ad

Rectangle

Dimensions 300 x 250
 File size Up to 40K
 File format GIF, JPG, SWF (FLASH)
 Animation 3 loops and 15 seconds maximum
 URL Address of web page when someone clicks ad

Premium Partner Logos

Dimensions 120 x 40
 File size Up to 5K
 File format GIF, JPG only
 Background Logo must be on a white background
 URL Address of web page when someone clicks ad

eNEWSLETTER AD SPECS

Leaderboard

Dimensions 728 x 90
 File size Up to 40K
 File format GIF, JPG only
 URL Address of web page when someone clicks ad

Skyscraper

Dimensions 160x600
 File size Up to 40K
 File format GIF, JPG only
 URL Address of web page when someone clicks ad

MOBILE AD SPECS

Dimensions 300 x 50
 File size Up to 5K
 File format GIF, JPG only
 Animation 3 loops and 15 seconds maximum
 URL Address of web page when someone clicks ad

(NOTE: We highly recommend that the landing page be optimized for mobile devices.)

GENERAL SPECIFICATIONS

Clicks within an ad must open up a new window. We will use your company name as the alternate text when someone rolls their mouse over the creative. All ad types must have no audio.

FLASH AD REQUIREMENTS

You must submit an alternate GIF or JPG ad of the same dimensions for browsers that do not support Flash. In order for us to properly track clicks, you must create an invisible button over the entire area of the creative and attach the follow action script to the button:

```
on (release) {
    getURL (_level0.clickTAG, "_blank");
}
```

Please refer to Adobe's documentation for additional information: www.adobe.com/resources/richmedia/tracking