



The Oregon Golf Association provides online and electronic opportunities which enable our partners to market their message to the most engaged golf audience. More than half of our members receive their USGA Handicap Index via our eRevision. Unlike most commercial emails, members regularly open their eRevision at a rate of more than 75%. That means more than 20,000 avid golfers will see your message.

OGA Member Demographics

eRevisions are targeted to a mature, affluent, sophisticated consumer. Readers are likely to be among their community's business and civic leaders. They are very active travelers and willing to spend a little more to make their trips special. They enjoy luxury automobiles, fine wine and dining, jewelry and top-quality accommodations when traveling.

They also want to read about the game they love and the courses and resorts they are likely to play. They are eager to learn about the latest technology or the most up to date fitness and instruction advice – all for the sake of improving their game and enjoying the experience.

General Demographics

89% of our members are between the ages of 35 & 70
83% of our members are male

Household Income

76% Have over \$100,000 household income
84% Have over \$75,000 household income

Home Ownership

97% Own their primary residence
39% Own a second/vacation residence
27% Plan to purchase second/vacation residence

Occupation

43% Business Owner / Top Management
18% Management / Industry Specialist
39% Retired / Other

Lifestyle

99% Travel for vacation
71% Have taken at least three airline trips in past year
31% Travel for business
41% Own a boat or an R V

Golf

59% Played more than 100 rounds last year
91% Played more than 50 rounds last year
82% Have a handicap of 20 or less

Purchasing Power

59% Use a professional financial advisor
89% Invest in stocks or mutual funds
98% Dine out at least twice a month
59% Spent at least \$500 on golf equipment last year
58% Spent more than \$3,000 on last vacation
83% Rent a car while traveling
41% Belong to a private, semi-private or resort club
79% Consume wine, beer, or spirits
97% Own a home computer
92% Use the Internet
19% Plan to purchase a new car in the coming year

Economic Impact

The direct economic impact of OGA members to the Oregon & SW Washington economy exceeds \$1 billion annually. This number is calculated solely based on the average number of rounds played at an estimated value of \$50 per round. This number does not include any additional expenditures on equipment, food & beverage, lodging, etc. and does not reflect any multipliers.

DIGITAL MARKETING RATES:

The same rates apply for OGA.org homepage banners and eRevisions. Discounts available for banner placements on other pages on OGA.org. Contact the OGA for more information on advertorial and other opportunities that are available.

AD SIZES:

Interactive Mktg Units	1X	4X	8X	16X
160 X 600	\$ 500.00	\$ 450.00	\$ 405.00	\$ 364.50
120 X 600	\$ 400.00	\$ 360.00	\$ 324.00	\$ 291.60
728 X 90	\$ 400.00	\$ 360.00	\$ 324.00	\$ 291.60
300 X 250	\$ 400.00	\$ 360.00	\$ 324.00	\$ 291.60
300 X 100	\$ 250.00	\$ 225.00	\$ 202.50	\$ 182.25

Special Positions (Top of Page – Add 20%, Middle of Page – Add 10%)

2010 PUBLICATION SCHEDULE (E-REVISIONS):

1	January 1	9	June 2	16	September 8
2	February 1	10	June 16	17	September 22
3	March 1	11	June 30	18	October 6
4	March 24	12	July 14	19	October 20
5	April 7	13	July 28	20	November 3
6	April 21	14	August 11	21	November 17
7	May 5	15	August 25	22	December 1
8	May 19				

eNewsletter & Customized eBlasts

Looking for an special digital marketing message devoted exclusively to your message? **CALL for pricing!**

GHIN Handicap Posting Terminals

A limited number of screensaver and banner opportunities are available exclusively to official OGA Partners on the GHIN Handicap Posting Terminals located at every OGA Member Club where more than 2 million rounds are posted each season. **CALL for Partnership Opportunities!**

GRAPHIC DESIGN SERVICES:

We offer design services for banner creation at a rate of \$50 per hour (1-hour minimum)

AD SUBMISSION:

- A JPG or GIF file of your ad is preferred.
- Set compression at 72dpi and colors set to RGB.
- Please supply a copy of your ad with your file.
- File size should not exceed 100K
- **E-mail ads to:** eyailen@oga.org

DIGITAL STATISTICS:

OGA.ORG (based on 2008 WebTrends Reports)

- Total Unique Visitors: (399,847)
- Total Visits: (846,541)
- Total Pageviews (2,792,073)
- Total Hits: (12,182,760)

eRevision (based on data provided by GHIN)

- Total email addresses: (over 29,000 and growing)
- Open Rate: 70%

eNewsletter & Customized eBlasts

- Total email addresses: (over 35,000 and growing)
- Open Rate: 25% (based on metrics provided by Constant Contact)

I/We agree to the Terms & Conditions outlined on the prior page.

Agreed: (Signature)

Date

Terms & Conditions

Please read the Terms & Conditions agreement on this page.

The Advertiser hereby agrees to the following Terms and Conditions, which are included and made a part of that Advertising Agreement as if fully set forth therein. The Terms and Conditions and the Advertising Agreement shall be referred to herein collectively as the "Agreement." Oregon Golf Association eRevision, website and email advertising programs and shall be referred to herein as "eOGA".

eOGA makes no warranties, expressed or implied, other than those presented in this Agreement.

Advertisers must be providing an exclusive offer for OGA Members. Advertisers that are golf courses must either be members in good standing or have Member Clubs that are in good standing with their authorized State/Regional Golf Association and must be in compliance with "The Rules of Golf" and the USGA Handicap System including, but not limited to the following:

Golf Club: For an organization to be considered a golf club "members must have a reasonable and regular opportunity to play golf with each other in club and/or course sponsored events." The maximum club size is determined by the number of available tee times in club/course events.

Advertising: The golf courses MUST NOT treat a USGA Handicap as a commodity. An organization that places an advertisement in a public newspaper, on a website or on a flyer MUST promote a USGA Handicap Index as a benefit of membership in their OGA Member Club. References such as "USGA Handicap Membership" or "GHIN Handicap Maintenance" are not allowed. A USGA Handicap Index may NOT be offered as an added program to individuals such as an optional fee added to a discount player's card offer. It may only be offered as an integral part of membership in a club. Courses offering discount card programs must include membership in their club as an integral member benefit, but may also offer a non-club lower-tier discount card to non-members.

Club/Course Sponsored Events: These events are organized and conducted by the club and/or course where the majority of participants are members of the club, and the contestants are playing the same course for a single round. The format of the competition MUST result in an acceptable score for Handicap purposes and must be conducted under the principles of the "Rules of Golf."

eOGA reserves the right to refuse any advertisement for any reason. eOGA shall be the sole and final arbitrator of whether or not any advertising material is appropriate for inclusion in any email communication. As used in this Agreement, the term "Advertisement" shall refer to the eRevision or email page designed by eOGA on behalf of Advertiser, as well as any links to third party web pages included thereon.

eOGA reserves the right to discontinue advertisements for any company in the event that eOGA has received more than one unresolved complaint, or for any other reasonable grounds, solely within the discretion of eOGA.

Advertiser is solely responsible for any legal liability arising out of or relating to (1) the Advertisement, (2) any claims or misrepresentations made via the Advertisement, and/or (3) any material to which users can link through the Advertisement.

Advertiser represents and warrants that: (1) the material provided to eOGA is original, copyrighted material belonging to Advertiser, or that Advertiser has obtained any and all rights, permissions and licenses necessary for eOGA to use the material in the preparation of Advertiser's web pages and in any other printed matter prepared by eOGA in the normal course of business; (2) the use, reproduction, distribution, or transmission of the Advertisement will not violate any criminal laws or any rights, title or interests of any third party,

including, but not limited to, copyright (whether in text, image, software code or music), patent, trademark, trade secret, or any other proprietary or property right; and (3) that the Advertisement will not contain material that includes false advertisements, unfair competition, defamatory material, invasions of privacy or rights of celebrity, or violations of any anti-discrimination law or regulation. Advertiser agrees to indemnify and hold eOGA, its assigns, employees, and heirs, harmless from any and all liability, loss, damages, claims, or causes of action, and/or third party claims, arising out of or related to Advertiser's breach of any of the foregoing representations and warranties, including reasonable legal fees and expenses. When necessary to effectuate the intent of this paragraph, the Advertiser agrees to request that eOGA be listed as an additional insured on any policy issued to Advertiser under which there is coverage for any of the forms of legal liability described in this paragraph.

IN NO EVENT WILL eOGA BE LIABLE TO ADVERTISER FOR ANY SPECIAL, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, WHETHER BASED ON BREACH OF CONTRACT, TORT (INCLUDING NEGLIGENCE), OR OTHERWISE, AND WHETHER OR NOT eOGA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

This Agreement will be governed by and construed in accordance with the laws of the State of Oregon. The courts located in the State of Oregon, County of Marion (State and Federal) shall have sole and exclusive jurisdiction over any controversies arising out of, relating to, or in connection with this Agreement, or any breach thereof. Any service of process given to either party via certified U.S. Mail, return receipt request, shall be deemed to have the same force and effect as personal service given within the State of Oregon, provided, however, that in order to effectuate service upon eOGA, a copy also must be mailed to the Oregon Golf Association. Advertiser understands and agrees that it is hereby waiving any further objections to choice of law, venue, personal jurisdiction and subject matter jurisdiction in any legal proceeding involving the terms and performance of the Agreement brought in accordance with this paragraph.

This Agreement and any and all exhibits and attachments are the complete and exclusive understanding between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings (both written and oral) regarding such subject matter. The terms and conditions of this Agreement will prevail over any contrary or inconsistent terms in any purchase order or prior correspondence between Advertiser and eOGA. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

Advertiser may cancel this Agreement at any time by giving eOGA thirty (30) days written notice delivered to the Oregon Golf Association via email, fax or U.S.P.S. mail and further provided that there is no outstanding balance with eOGA. The Advertiser agrees that by cancelling the Agreement, it forfeits all fees paid in advance. Advertiser warrants that it has the full right, power, and authority to enter into this Agreement and to make all of the grants, promises, and covenants herein contained.

Advertiser acknowledges that it has read all of the Terms and Conditions and fully intends and agrees to be bound thereby. No terms or conditions of the rate card may be altered except in writing, signed by the publisher.

All advertisers must sign an insertion order at the time of sale, bonding them to the space reservation.

Accounts are due and payable upon receipt of invoice. A service charge of 2% will be charged on all 30-day past-due accounts. If contract terms are not met an adjustment will be made per rate frequency used. In the event collections are to be made, the OGA is not responsible for legal fees.

Oregon Golf Association
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