

Golf.dk



Beijing 6.195,-

Golf.dk

Indspil og samspil.

Deloitte

Markant foremand død

Indian Summer for Monica Christiansen

Book din næste start på Golf.dk

Golf.dk

RATE CARD 2011

The first choice of the Danish golf players

80.000 unique users and more than 5 million page views during the season make Golf.dk the leading golf portal in Denmark. Golf.dk is first with news from both home and abroad and is the readers shortcut to updates on current golf results. Golf.dk entertains, have contest, polls and is

platform for debates of all kinds and in general the online meeting point for the Danish golf players. Golf.dk is also where tee-times are booked through Golfbox tee-time booking system. In short – Golf.dk is the centre for all the passionate golf player needs.



Testimonial from an advertiser

“ We have several times facilitated campaigns for our customer G4S Securitas Private Alarms at Golf.dk and with great success. We experienced very satisfying click-rates of over 0.4 percent, which was among the best results for the selected sites, where we ran campaigns. By advertising on Golf.dk we target an interesting and strong buying audience with own home and holiday home that fits well with our promotions.” //

LISE-LOTTE ROED RASMUSSEN
MARKETING COORDINATOR AT G4S



Facts

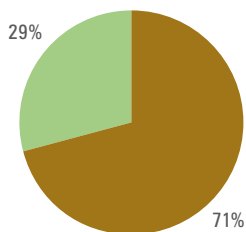
- 80.000 UNIQUE USERS
- MORE THAN 5 MILLION PAGE VIEWS DURING SEASON
- THE USERS VIEWS IN AVERAGE 8 PAGES PER VISIT
- THE USERS SPENT IN AVERAGE MORE THAN 7 MINUTES PER VISIT

Meet the Danish golfplayers

With more than 150,000 active players golf is the largest sport for adults. Golfers represent a distinctive and attractive audience of wealthy Danes. They are characterized by having a tertiary education, higher household income, more often being self-employed and having more money to spend than the average Dane. They are career oriented and travel extensively, both privately and in business context. They are heavy users of new technology, design and quality are important to them and they want to pay extra for top brands. And Dansk Golf is your access to them.

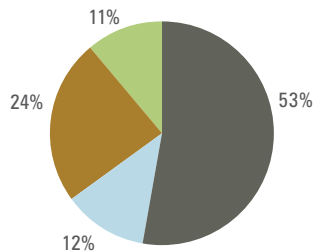


GENDER



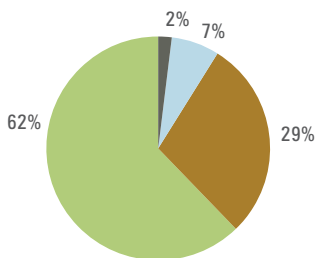
Men
Women

EDUCATION



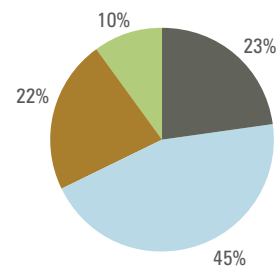
Master Degree
Bachelor Degree
Vocational Training
Other Education

AGE



7-14 years
15-29 years
30-49 years
>50 years

HOUSEHOLD INCOME



< DKK. 299.999
DKK 300-599.000
DKK 600.000 or more
DKK No answer

SOURCE: GENIUS, AUGUST 2010

Formats and placements

- Leaderboard banner (930x180 pixel)
- Button banner (930x180 pixel)
- Side banner - top placement (300x250 pixel)
- Side banner - button placement (300x250 pixel)

Golf.dk has the following subpages:

- FrontPage
- Tournaments
- Tee time booking
- Instructions
- News
- Auctions
- Travel
- Golf
- Golf courses
- Debate
- Equipment

Technical information

Advertising material must be uploaded in either a gif, jpeg, html or flash file. Max banner size is 40 kb. If admitted as html and flash, please also include a gif version. Third party banner tags – we run the most common third Party banner tags.

- | | |
|-------------------------------|------------|
| Loop: | Yes |
| Streaming Movies: | Yes |
| Expand: | Yes |
| clickTAG (SWF format): | Yes |
| Audio / Music: | Yes |

Activity in the banner, such as streaming, must be activated by mouse over and stopped on mouse off only.

Sound and music must be activated and stopped by mouse over/off only. Ad must contain close button.

Expandable banner must expand and collapse at mouse over / off only. After the collapse, banner must be clickable as usual. (Expandable banner admitted in a swf)



Artwork: We create your banner according to your wishes. The price is DKK 1500 ex. VAT each. Creation of several banners can be achieved at a discount.

Prices

Placement	Leaderboard banner	Button banner	Side banner, top	Side banner, button
DKK per 1000 viewings	-	-	-	-
Run on Site	200,-	75,-	180,-	50,-
FrontPage	250,-	100,-	230,-	80,-
SubPage	300,-	120,-	280,-	100,-

Example: At a budget of DKK 5.000 your FrontPage Top banner is viewed 20.000 times and your FrontPage Side banner 21.740 times. All prices ex. VAT.

Contact us to hear more on your possibilities.

Contact information:

GOLF.DK IS CO-OWNED BY DGU ERHVERV A/S (DANSK GOLF UNION) AND GOLFBOX A/S.

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