



River's Edge Golf Club GPS Advertising

Only \$ 695 + gst per season

EACH SINGLE AD SLOT INCLUDES:

- * (4) FREE 18 Hole Green Fee Passes with Power Cart. Perfect for entertaining important clients, promotional giveaways, staff incentives or personal use. (\$320 value).
- * Approx. 60,000 banner ad impressions per year (1/4 screen ad).
- * Approx. 20,000 greenside ad impressions per year (3/4 screen ad).
- * All set up and artwork for ads. We'll do the heavy lifting, you just approve it.
- * Each impression is between 10 - 15 seconds in length.

PURCHASE 2 OR MORE AD SLOTS AND RECEIVE:

- * Everything above multiplied by the number of ad slots purchased.
- * Approx. 40,000 full screen ad impressions in cart staging area near 1st & 10th tees.
- * Listing on our website (approx. 3,300 unique visitors every month).
- * Approx. 5,000 ad impressions on our 42" LED Menu Screen in the clubhouse.

Example of
Greenside Ad

carTrac

ICE COLD
WHEN THE LABEL
TURNS BLUE

Coors
LIGHT
Cold Activated Brew

ROCKY MOUNTAIN REFRESHMENT

11:24 AM
F 35 C 45 B 59
Hole: 2 Par: 5 Pace: On Pace
566 ● 550 ● 486 ● 459 ● 396

Example of
Banner Ad

carTrac

KPMG
cutting through complexity™

11:11 AM
F 354 C 369 B 383
Hole: 2 Par: 5 Pace: On Pace
242 ● 226 ● 162 ● 135 ● 72

273
142

Example of
Full Screen Ad

carTrac

ATHENA
Capital Advisors

PRESS THE MIDDLE BUTTON TO CONTINUE

Benefits & Demographics

Benefits of Golf Course GPS Advertising:

- * In comparison to other types of advertising, GPS provides a lengthy exposure period for each display. For instance, 7 seconds for print media, 30 seconds for television and 60 seconds for radio. GPS advertising offers more onscreen advertising, for less money, providing greater overall value. Furthermore, the total value of each package consists of a sizeable sum of golfing privileges, creating a tax benefit for those organizations that may be purchasing golf regardless. The golf passes are unrestricted and completely transferrable.
- * Unlike other media, the driver along with the cart occupant has to view your ad while playing their round in order to get their specific yardage information during their round.
- * Cost per ad impression is less than a penny.
- * GPS advertising gives you an opportunity to reach our affluent demographic in a distinctive atmosphere which is relaxing, welcoming and enjoyable.
- * Golf Digest estimates that as high as 78% of all major business transactions touch a golf course before being finalized. Golf courses provide a positive, tranquil setting, which encourage light-hearted, comfortable conversation. It truly is a one-of-a-kind environment to deliver your message.

River's Edge Demographics:

- * 83% of our customers reside in Calgary. Specifically, 87% of these customers have postal codes from the south Calgary area.
- * Our customer demographic is male dominant (74% male).
- * Our most popular age group is from 40 - 55 years of age.
- * People who golf are generally considered to have a higher average annual income than those who do not participate.
- * Our email club consists of over 8,000 golfers.
- * Our facebook page has over 5,300 likes. www.facebook.com/riversedgegolfclub
- * Our website www.riversedgegolfclub.com averages over 3,300 unique visitors per month.

Example of Clubhouse TV Ad

DIVOTS PATIO & GRILL HOUSE WINES

Stone Road: Red VQA (Okanagan)	\$ 6.25
Stone Road: White VQA (Okanagan)	\$ 6.25
Black Cellar: Malbec/Merlot (Canada)	\$ 6.25
Black Cellar: Sauvignon/Tempranillo (Canada)	\$ 6.25
Black Cellar: Pinot Grigio/Chardonnay (Canada)	\$ 6.25
Fuzion: Shiraz/Malbec (Canada)	\$ 6.25

Prices are per 6oz glass
Prices include GST

SNOWBALL SCRAMBLE

SATURDAY, OCTOBER 4, 2014

FLIGHTED BY TEAM HANDICAP
2 PERSON PATRIOT STYLE SCRAMBLE
OPTIONAL TEAM BUY OUT & SNIPS POT

COST PER PLAYER: PUBLIC \$ 85, MEMBERS \$ 60
INCLUDES 18 HOLES, CART, PRIZES & DINNER
LIMITED TO FIRST 72 PAID ENTRIES

REGISTER AT THE PROSHOP

DIVOTS PATIO & GRILL CONFECTION

Hot Dog	\$ 4.50	Smokie	\$ 5.75
Sandwiches	\$ 5.50	Chocolate Bars	\$ 2.25
Chips	\$ 2.25	Muffin	\$ 2.25
Nuts	\$ 2.25	Cookie	\$ 1.25
RK Square	\$ 1.25	Hot Rod	\$ 1.25

Prices include GST