



## **Connect: To Golf's Newest Audience.**

### **Golf Entertainment for the 21<sup>st</sup> Century Golfer**

Golfuncut.com is reinventing the way golf news, tips and information is presented online. We are the innovators of golf entertainment, transforming the way consumers and businesses think about the game.

Golfuncut.com offers an exciting array of interactive resources and online content for the 21<sup>st</sup> century golfer who wants to keep up with the very latest in golf news, happenings and industry gossip.

### **The Golf Industries Most Exciting Advertising Opportunity**

If your business is looking to get in front of one of the fastest growing, most exciting group of golf consumers, Golfuncut.com offers you an impressive selection of cross-platform rich-media advertising opportunities.

With its unique ability to affect consumer behavior from product awareness, to purchase intent, to actual purchase and then brand loyalty, our interactive delivery platforms are the choice of the world's smartest marketers

### **Multidimensional Delivery Platforms**

- ★ **Banner Advertising:** Still one of the most effective ways to build brand awareness, generate traffic to your site and sell your products, our Banner ads let your business be front of mind and gives you complete creative control.
- ★ **Video Ads:** Up to 15 Second Pre Roll or unlimited post roll. Video ads are the latest way to get your products and services in front of Internet users
- ★ **Golf Mofos Newsletter:** Emailed once a month to opt-in subscribers, The Golf Mofo Newsletter highlights the latest news, events and competitions at Golfuncut.com.
- ★ **Custom Ads:** We'll design a rich-media ad to achieve your marketing objectives within your budget



## **Banner Ad Specifications**

### **Leaderboard Banner**

Dimensions: 468 x 92 pixels

Maximum File Size: 30K

Format: Flash, .jpg, or .gif

### **Video Side Banner**

Dimensions: 189 x 224

Maximum File Size: 30K

Format: Flash, .jpg, .gif

### **Right Side Skyscraper**

Dimensions: 160 x 600 pixels

Maximum File Size: 30K

Format: Flash, .jpg, or .gif

### **Button**

Dimensions: 125 x 125 pixels

Maximum File Size: 25K

Format: Flash, .jpg, or .gif

### **Customized Banner**

Dimensions: Custom

Maximum File Size: 30K

Format: Flash, .jpg, or .gif

### **Golf Mofos' Newsletter**

Dimensions: 353 x 113 pixels

Maximum File Size: 30K

Format: .jpg, or .gif (No Flash or animation)

### **Super 6 Fantasy Golf Weekly Match-ups (Plain text)**

Dimensions: Text link only

Maximum File Size: N/A

Format: text link



## Video Ad Specifications

### **Video Pre Roll (Up to :15)**

Dimensions: 299 x 224 pixels

Maximum File Size: 1MB

Format: NTSC, PAL, HDV 720p, HDV 1080i, MPEG-4, FLV, SWF

Encoded Bit Rate: Minimum 2000 KBPS

### **Video Post Roll (Up to :60)**

Dimensions: 299 x 224 pixels

Maximum File Size: 2MB

Format: NTSC, PAL, HDV 720p, HDV 1080i, MPEG-4, FLV, SWF

Encoded Bit Rate: Minimum 2000 KBPS

### **Video Pre-Roll Still (:5 spot)**

Dimensions: 299 x 224 pixels

Maximum File Size: 30K

Format: Flash, .jpg, .gif

### **Video Post Roll Still (Up to :10)**

Dimensions: 299 x 224 pixels

Maximum File Size: 30K

Format: Flash, .jpg, .gif

# Ad Rates



	Golfuncut.com		Super 6 Fantasy Golf	
	Home Page	Run of Site	Home Page	Run of Site
Banner 468 x 60	25,000	18,750	12,500	9,375
Video Side 189 x 224	25,000	18,750	12,500	9,375
Right Side Skyscraper 160 x 600	10,000	7,500	5,000	3,750
Button 125 x 125	5,000	3,750	2,500	1,875
SlideShow Gallery Spot	5,000	-	-	-
Golfuncut.com Monthly Newsletter	10,000	-	-	-
Super 6 Fantasy Golf Weekly Alerts	-	-	5,000	-
Video Pre Roll (up to :15)	25,000	18,750	12,500	9,375
Video Post Roll (up to :30)	12,500	9,375	6,250	4,687
Video Pre Roll Still (up to :5)	15,000	11,250	7,500	5,625
Video Post Roll Still (up to :5)	7,500	5,625	3,750	2,812
Site Sponsorship	150,000	150,000	100,000	100,000

All rates are in Thai baht and are per month. Payment is via cheque, bank transfer or cash.

Ask about our periodic promotional discounts and SmartAd campaigns.

For questions, more information and to secure your advertising spot, please contact: Kim Inglis @ [kim@golfuncut.com](mailto:kim@golfuncut.com) or Telephone: +66 (0) 81 485 5189.