

GOLFWEEK WIRE SERVICES

As the industry's most-read news distribution services, The Golf Wire, The Apparel Wire and The Tour Van deliver the golf industry's latest news to the game's foremost business leaders and industry insiders. Featuring breaking headlines, current updates and the latest reports on equipment and apparel, these independent news agencies can help take your advertising to new heights with multidimensional packages that grant you direct access to more than 100,000 loyal readers daily.

GET YOUR MESSAGE HEARD! MAXIMIZE YOUR REACH WITH GOLFWEEK'S WIRE SERVICES

	OPT-IN SUBSCRIBERS	DROP DAYS
The Golf Wire	100,000	Monday-Friday
The Apparel Wire	45,000	Wednesday
The Tour Van	40,000	Tuesday

CORPORATE SUBSCRIPTION RATES

- **SINGLE-BRAND COMPANIES** (Package N)
\$750 per year
This package allows organizations to generate buzz for a single brand using the Wire Services' vast array of resources.
- **MULTIPLE-BRAND COMPANIES** (Package M)
\$1,500 per year
This option offers companies with multiple brands and brand extensions the ability to publicize each brand separately via the Wire Services' e-publication and fully searchable website.
- **AGENCIES WITH MULTIPLE CLIENTS/BRAND COMPANIES** (Package AG)
Price is dependent upon the number of clients. Rates will be reduced by 25 to 50 percent per client.
This opportunity gives agencies the flexibility to promote multiple clients through the Wire Services' niche publications.

All Wire packages (N, M & AG) offer direct access to a dedicated audience of golf professionals and include:

- Distribution of an unlimited number of press releases, complete with:
 - Downloadable release options
 - Two high-resolution images
 - Link to full text at GolfBusinessWire.com
 - Embedded links to any email and website in the release
- Complete listing in the Wire Services' daily e-newsletter, including:
 - Headline and a short summary
 - Link to full text at GolfBusinessWire.com
- Inclusion in the Wire Services' searchable archives
- Insertion of apparel- and accessory-related releases into The Apparel Wire

To learn more about how Golfweek's Wire Services can take your business to the next level, please contact Larry Olah at 407.563.7007 or LOlah@Golfweek.com.

AD SIZES [Animated GIFs are allowed (file size limit 150KB); no flash-based ads]

GOLF WIRE/TOUR VAN

Headline banner 728px x 90px

Side banner 150px x 400px as a .gif or .jpg

APPAREL WIRE

Headline banner 750px x 90px (flush to edge) or
728px x 90px (standard ad size)

Side banner 250px x 250px as a .gif or .jpg

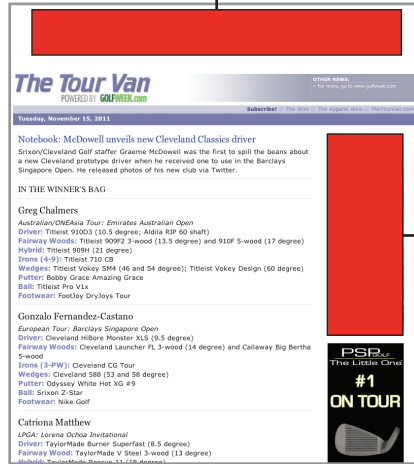
Headline Banner 728 x 90

Headline Banner 728 x 90

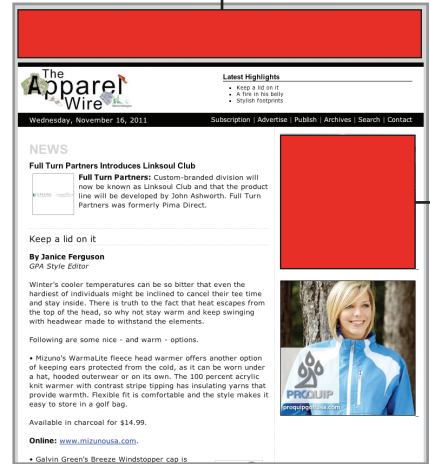
Headline Banner 750 x 90



Side Banner 150 x 400



Side Banner 150 x 400



Side Banner 250 x 250

ADDITIONAL INFORMATION ABOUT GOLFWEEK'S WIRE SERVICES

TERMS OF AGREEMENT

1. Golfweek Wire Services reserves the right to not publish any release it deems unacceptable in content.
2. Deadline for submitting a release is 6 p.m. EST Monday-Thursday for next-day publication and noon EST Sunday for Monday publication. Golfweek Wire Services will be closed on major holidays throughout the year, and releases received on a holiday will run on the day after the resumption of publication.
3. All releases must be sent as a Word document, and images must be received in useable condition (preferably as a jpeg). Golfweek Wire Services reserves the right to not publish images submitted as embedded images within the text of a Word document. Note: Full guidelines for submitting graphics are available upon request or upon purchase of deluxe packages.
4. Golfweek Wire Services will not rerun a release unless an error has occurred on the production end. Corrections will be published when an error has been made by Golfweek Wire Services. Clarifications will be run in instances of errors made by the submitting company.

PAYMENT

Payment must be provided by check or credit card, and the Wire Services will invoice each subscriber once the order is received via email.

CORPORATE SUBSCRIPTION ORDERS

Please send an email to LOLah@Golfweek.com or Billing@GPAGolf.com with the subject line "Package Plan" and include the following information:

1. Identify the package being purchased (M, N or AG)
2. Name of company
3. List of applicable brands (if more than one)
4. Email address
5. Phone number
6. Contact person
7. Website

SUBMITTING RELEASES

Once a Package Plan is ordered, you can submit press releases immediately. Instructions for submitting releases are as follows:

1. Email all releases to Releases@GPAGolf.com
2. Include the Package Plan ordered (M, N or AG) in the subject line, along with the invoice number (i.e., Subject: Package N/####)