



MEDIA KIT

There are just over 24 million golfers in the United States. About 21 million (90%) consider themselves *avid golfers*, playing an average of 24 rounds per year. So Radio & TV coverage of PGA Tour events must be the most effective way to reach these golfers, right? **WRONG!** Look at the chart below.

Network	Average Audience Size
NBC	2.6 Million
CBS	2.1 Million
Golf Channel	655 Thousand
Weekend Golf Guys	We Don't Care About The PGA Tour!

Do The Math! There are about 19 *MILLION* avid golfers that are not engaged by PGA Tour coverage on Radio & TV. Welcome to Our World!!! The World of **The Average Golfer**.

While every other Golf Radio show is talking PGA Tour results, events, stats, etc., we are concentrating on the Average Golfer and how they can have more fun playing golf. **Those Weekend Golf Guys** are all about fun; fun with new places to play; fun with new equipment; fun with new techniques that will lower scores (and man, lower scores are *FUN!*). Most importantly, listening to us is fun.

Those Weekend Golf Guys are Fun, Witty, Knowledgeable and *ENTERTAINING*.

Who Are Those Weekend Golf Guys?

John Ashton: Show Host.



John brings 30 years of Radio Personality experience and bad golf to the show. He is the

voice of every man. There's not a bad drive, chunked chip, or missed putt that he hasn't made. He's a hacker that every golfer in the world can relate to and he's perfectly comfortable accepting the advice from co-host....

Jeff Smith: Co-Host

Jeff is a seasoned PGA Teaching Professional who counts some Tour Pros and Collegiate



Champs among his students. From rank Amateurs to ranked Professionals, Jeff can relate in an easily understandable style that makes him one of the best in the country.



Listener Profile

Golfers comprise *the most affluent listeners on radio!* And they consume a lot more than golf products. Financial Products, Luxury Cars, Vacations and much more; Golfers enjoy “the good life” and have the financial where-with-all to pursue it. 79% of our audience enjoys a net worth above \$100K.

Demographic Breakdown

- 78% Male
- 22% Female
- 68% are married

Breakdown by Age

- 5% under 30
- 12% age 30-39
- 22% age 40-49
- 24% age 50-59
- 18% age 60-69
- 19% age 70+

Professional Profile

- \$95,000 avg. household income
- 68% College Grads
- 62% Exec. Level Professional
- 38% Business Owners
- 83% Own Securities
- 98% Own a Credit Card
- 86% Have Life Insurance
- 68% Own A Home

Spending Habits

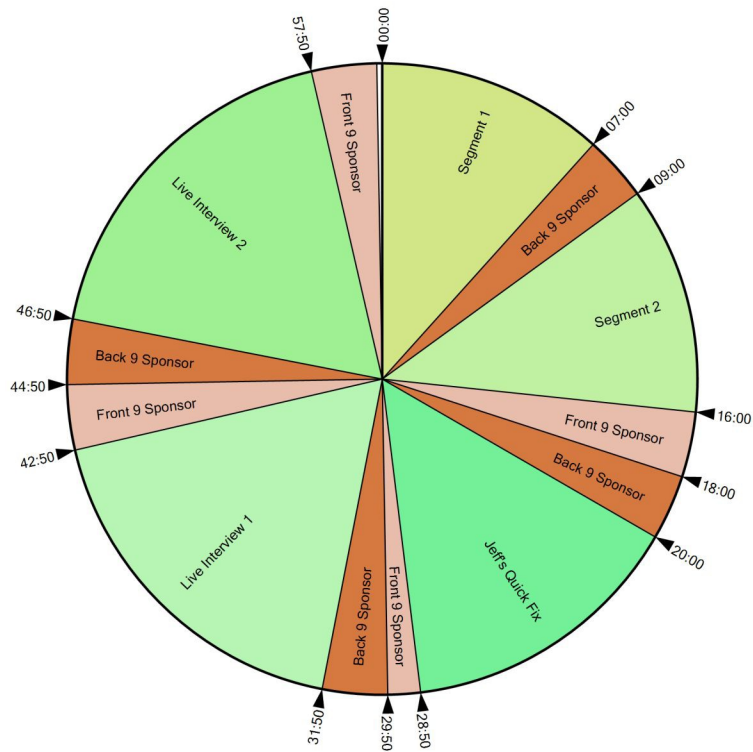
- 56% spent \$30K+ on their last vehicle
- 28% spent \$40K+ on their last vehicle
- 32% own or lease 3+ vehicles
- 73% dine out at least once a week
- 32% spend \$3,000 or more in restaurants each year



Those Weekend Golf Guys enjoy an average weekly audience of approximately 300,000!

Plus the show is now available on-line at PGATour.com and on demand on the **TuneIn app**.

In addition, we have our own Smart Phone apps available for both iPhone and Android Phones



THOSE WEEKEND GOLF GUYS FORMAT CLOCK

Segment 1: 7 minute segment. Golf is the topic. Entertainment and audience retention the purpose

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Segment 3: 8.5 minute segment. Jeff's Quick Fix is an instructional segment on a specific problem submitted by one of our listeners.

Segment 4: 11 minute segment. Live interview with sponsor about their product, service, invention, etc. Always lively and entertaining.

Segment 5: 11 minute segment. Live interview with personality involved in golf. Could be a sponsor, an author, an entrepreneur or anyone that would interest our audience. Entertaining the primary consideration.

Front 9 Sponsors: These are :60 spots. In breaks with both front 9 and back 9 spots included, the front 9 spots run first.

Back 9 Sponsors: These are :30 spots. They run 2nd in breaks with both front 9 and back 9 sponsors



RATE CARD – 2016

Effective advertising is a combination of many elements, the most important being *repetition over time*. Since Those Weekend Golf Guys runs weekends only, all of our sponsorships are based on 13 weeks (1 quarter) for maximum effectiveness.

Front 9 Sponsorship

- 39 recorded :60 spots
- 11 Live Endorsement :60 Spots
- 3 Live interviews (1 per month)
- Banner Ad on TWGG website – 13 weeks
- “Featured Product” in 3 Newsletter issues

Back 9 Sponsorship

- 19 recorded :30 Spots
- 6 Live Segment Sponsor Spots
- 1 Live interview
- Banner Ad on TWGG website – 13 weeks
- “Featured Product” in 2 Newsletter issues

Total Investment: \$3600 (billed Quarterly)

Total Investment: \$1800 (billed Quarterly)

Alternative Payment Options:

Cash Option Billed Monthly: \$1250/mo for Front 9; \$625/mo for Back 9 if invoiced
\$1210/mo for Front 9; \$605/mo for Back 9 if auto pay (EFT)

Trade Option (Quarterly): Up to 50% of the total investment may be paid in product or services (value figured at retail pricing)

Our introductory pricing is ridiculously low with a CPM (Cost Per Thousand) of \$0.25.
That's 25 Cents!

Our audience is growing geometrically but our promise to you is this: As long as you maintain a sponsorship relationship with us, your price *will never increase!*

We have only 15 minutes of commercial time available in each show. Reserve your minutes NOW!

To Reserve Your Time Contact: Brooke Watts. brooke@thoseweekendgolfguys.com – 512-925-5524
John Ashton. john@thoseweekendgolfguys.com - 502-939-3211