

Swiss Golf Network / Teetimes

The No. 1 golf information platform in Switzerland



Rates 2010



About Swiss Golf Network

- www.swissgolfnetwork.ch and www.teetimes.ch are with up to 2.5 Mio. page impressions per month the most important golf information platforms in Switzerland.
- www.swissgolfnetwork.ch is the official golf platform of the ASG (Association Suisse de Golf) for the handling of the handicaps and competitions in Switzerland.
- www.teetimes.ch is the web portal for teetime-reservations in more than 45 swiss golf clubs. www.teetimes.ch is handling over 400'000 teetime reservations per year.

Why online-adverts on our websites

No. 1

- www.swissgolfnetwork.ch and www.teetimes.ch are the no. 1 golf internet platforms in Switzerland.

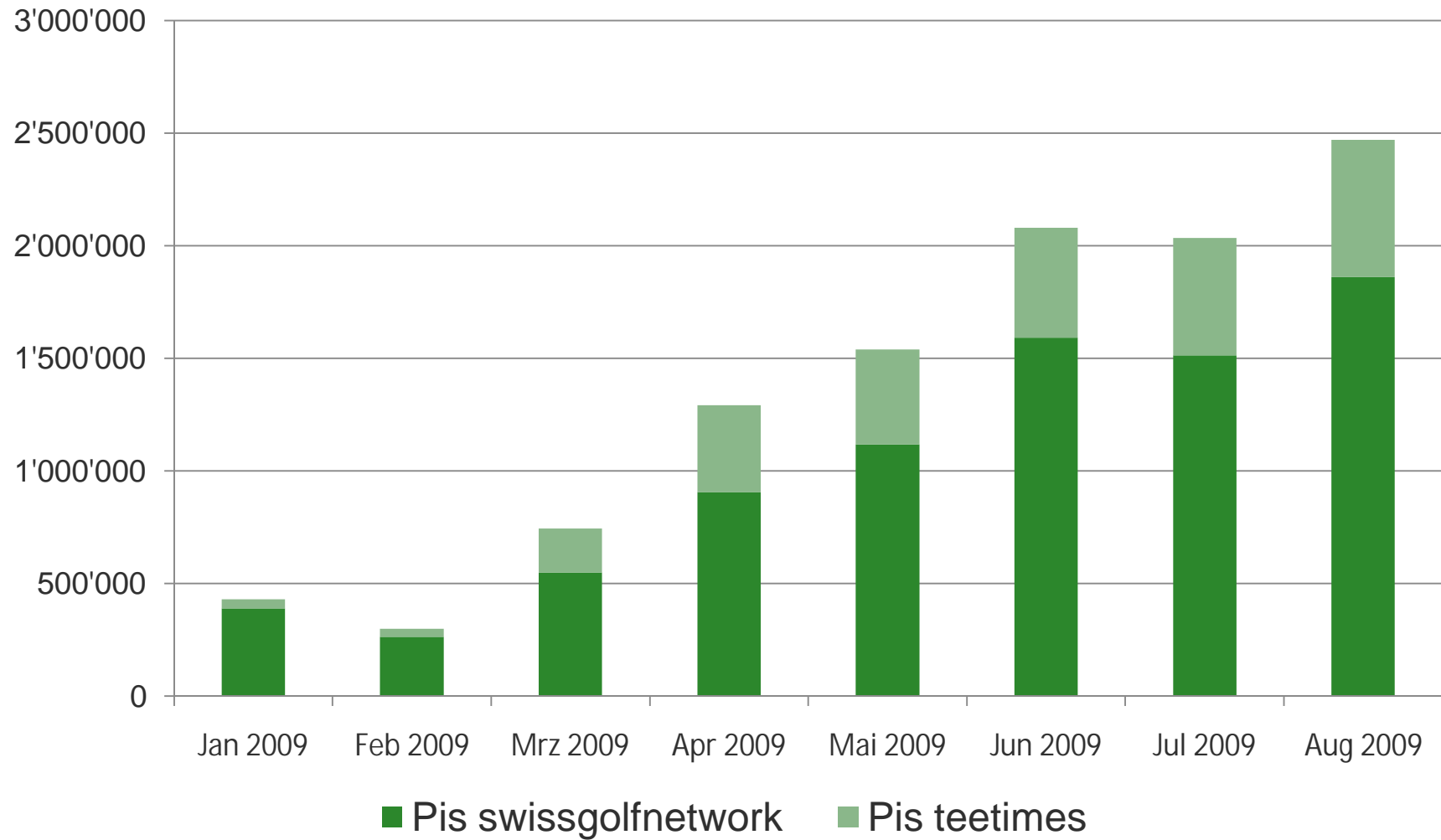
Engagement

- Up to 2.5 Mio. page impressions per month
- Up to 500'000 visits and up to 136'000 unique visitors per month.

Target-group

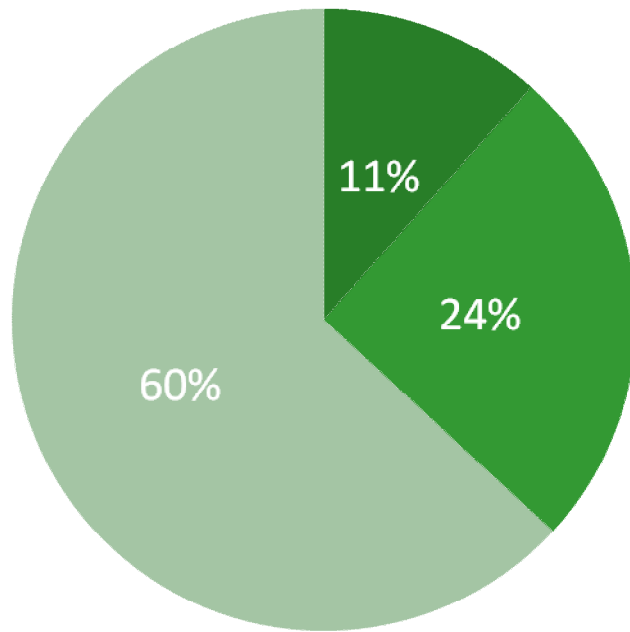
- Interesting target-group with an above-average academic education and income.
- High profile, well established due to handling the competition and handicap administration in 95 of 97 Swiss golfclubs as well as the teetime-bookings in over 45 golfclubs in Switzerland.

Page impressions



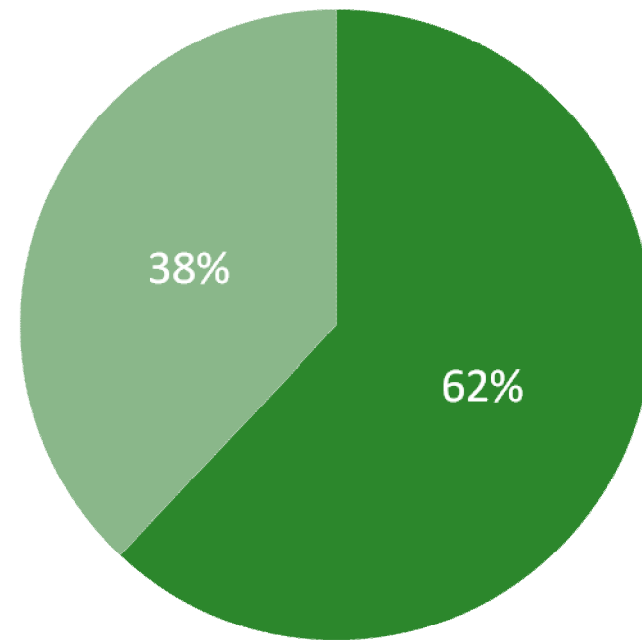
Age structure & Sex

Age



- 15 bis 30 Jahre
- 30 bis 50 Jahre
- Über 50 Jahre

Sex



- Mann
- Frau

Advertising: Rates plus TVA for clients based in Switzerland

(www.swissgolfnetwork.ch & www.teetimes.ch)

Format	Placement	CPM in CHF/€	
Medium Rectangle***	Middle below	38.00/28.00*	
Rectangle Large	Left	35.00/25.00*	
Rectangle Large	Right	20.00/15.00**	
Rectangle Medium	Right	16.00/12.00**	
Rectangle Small	Right	10.00/ 8.00**	
Wide Skyscraper	Right	25.00/18.00**	
Leaderboard	Header	40.00/29.00*	Only Teetimes

*Minimum order 100'000 Pis

**Minimum order

40'000Pis

***Only on Teetimes starting page

Package pricing

Format	Placement	Rates in CHF/€ per month	
		SGN or Teetimes	Combi
Rectangle Large	Left	Upon request	Upon request
Rectangle Large	Right	900.00/ 650.00	1620.00/1170.00
Rectangle Medium	Right	750.00/550.00	1350.00 /990.00
Rectangle Small	Right	450.00/350.00	810.00/630.00
Wide Skyscraper	Right	1000.00/700.00	1800.00/1260.00
Leaderboard	Header	Upon request	Only Teetimes

Format	Placement	Minimum Pis per month	
		SGN or Teetimes	Combi
Rectangle Large	Left	Upon request	Upon request
Rectangle Large	Right	45000	90'000
Rectangle Medium	Right	45000	90'000
Rectangle Small	Right	45000	90'000
Wide Skyscraper	Right	40000	80'000
Leaderboard	Header	Upon request	Only Teetimes

Advertising: Prices Links

(www.swissgolfnetwork.ch & www.teetimes.ch)

Links on Swissgolfnetwork and Teetimes

Price for 12 months in CHF/€ per entry

650.00/450.00

Price for 6 months in CHF/€ per entry

450.00/330.00

Plus TVA for clients based in Switzerland

Topits:

Ausrüstung

Logo Artikel

Driving Ranges

Mental Golf

Golf Ferien

Mitgliedschaften

Golf Hotels

Turnier Serien

Golf Literatur/DVD

Verschiedenes

Golf Schools



The links are accessed either on a menu point in the top menu bar or via an image advert on right side.

Discounts and special terms

Package discounts

3 months	5%
6 months	10%
9 months	15%
12 months	20%

Volume discounts (for orders within 12 months, per advertiser)

From CHF/€ 5'000.00/ 3'500.00	5%
From CHF/€ 15'000.00/11'000.00	10%
From CHF/€ 25'000.00/18'000.00	15%
From CHF/€ 50'000.00/33'500.00	20%

Special terms

The package price includes the possibility to change the artwork once a month. For additional changes there will charge a handling charge of CHF/€ 50.00/45.00 (plus TVA).

Business divisions banks, watches and jewellery and cars

Adverts from the above mentioned branches cannot be placed on www.swissgolfnetwork.ch. Due of the engagment of Crédit Suisse, Rolex and Jaguar as sponsors of the Association Suisse de Golf (ASG) they have the exclusive right to put adverts on this website.

Adverts & placements

Placements on teetimes.ch

The image shows a screenshot of the teetimes.ch website with several ad placement callouts. The website header includes the title 'ONLINE TEE TIMES & GOLF PRO RESERVATION' and navigation links. The main content area features a table of golf courses categorized by region. The callouts are as follows:

- Leaderboard** 728 x 90px (top right)
- Rectangle Small top** 260 x 65px (top right)
- Rectangle Medium top** 260 x 115px (top right)
- Wide Skyscaper** 160 x 600px (top right)
- Rectangle Small center** 260 x 65px (middle right)
- Rectangle Medium center** 260 x 115px (middle right)
- Rectangle Large right** 260 x 230px (bottom right)
- Rectangle Large left** 220 x 230px (left side)
- Medium Rectangle** 300 x 250px (bottom center)

Region		
Grubinden	Tahiti	
T P Aaretal	T Ostaad	T P Oberkirch - Oberkirch
T Althaus Bad	T Heilbenthal	T P Payerne
T P Appenzel	T Herliand	T Kastelmoss
T P Bern - Mouton	T Klosters	T Rhehöltsli, GC
T Bodensee-Wetzsteinberg	T Nössenach	T Rheinfelden
T Brigels	T La Côte - Signal de Bâgé	T Schloss Göttersberg
T Bubikon	T P Lägern - Oefeningen	T Sefton
T Crans sur Siere	T Lancy	T Siere
T Davos	T Les Bains	T Sion
T P Donat Eins	T P Luch	T Thunsee
T Engadine (Samaden/Zust)	T P Länggatal	T P Volturno
T Engberg Tils	T Lüsane	T Vödera
T P Ezerzee - Holzhausen	T Malters	T Winterberg
T P Erlen	T P Menden	T P Wythof
T Fribourg	T Nauden	
T Gams	T Oberburg	

Artwork delivery

Formats

Medium Rectangle middle (Only Starting page Tealines)	300 x 250 Pixel	Max. 50 kB
Rectangle large left	220 x 230 Pixel	Max. 40 kB
Rectangle large right	260 x 230 Pixel	Max. 40 kB
Rectangle medium	260 x 115 Pixel	Max. 30 kB
Rectangle small	260 x 65 Pixel	Max. 30 kB
Wide Skyscraper	160 x 600 Pixel	Max. 40 kB
Leaderboard (only Tealines)	728 x 90 Pixel	Max. 30 kB

Required formats:

Non-animated: jpg or gif format

Animated: animated gif format or Flash (no StreamingAd/Film)

General provisions

- The rates are valid from 1st of January 2010 and replace all other rates. All prices plus 7.6% VAT (in Switzerland only).
- **Terms of payments**
 - Payable in advance, within 14 days after issuing the invoice.
- **Cancellation**
 - A cancellation of the order is possible. The cancellation has to be in written form no later than five working days before the advert should be launched. Date of receipt of cancellation is relevant.
- Agency commission 10%
- **Statistics**
 - For all adverts except links, monthly statistics will be provided
- **Deployment**
 - The adverts will be launched no later than 5 working days after receipt of the artwork.

Contact

For bookings and more information contact:

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This replaces all previous rates, 7.10.2009