

Advertising at the North Sound Golf Club



North Sound Golf Club is now offering a unique opportunities for your businesses to reach a captive audience of high-net worth individuals through highly targeted advertisements on the GPS screens in our brand new golf carts.

Audience profile:

Unparalleled reach to 30,000 golfers per year

- 50% local residents
- 50% tourists

Income & Assets

- The average golfer household income is \$100,980
- The average net worth of a golfer is \$768,400
- 1 in 4 golfers own their own business
- 1 in 3 golfers are in top level management
- 75% of golfers recommend/order products and services at work.

House & Real Estate

- 91% of golfers are home owners
- 18% own at least 1 vacation home
- 38% are interested in purchasing a luxury leisure property

Finances

- 40% plan on seeking financial planning advice within the next year
- 44% invest so they can retire early

Food & Beverage

- 73% dine out at least once a week
- 32% spend over \$3,000 a year at restaurants
- 77% drink wine on a regular basis

Advertising packages:

GOLD **\$3500/Year**

Par 5 hole of your choice (subject to availability)

Full page advertisement would appear on arrival at

- Tee
- Fairway
- Green

Panel advertisement would remain on screen for duration of hole

SILVER **\$3000/Year**

Par 4 hole of your choice (subject to availability)

Full page advertisement would appear on arrival at

- Tee
- Green

Panel advertisement would remain on screen for duration of hole

BRONZE **\$2500/Year**

Par 3 hole of your choice (subject to availability)

Full page advertisement would appear on arrival at

- Tee

Panel advertisement would remain on screen for duration of hole

Screen positions

Full-screen Advertisements:

- Will appear on screen based on location on course
- Can be still images or video
- File types supported:
 - Size 1280 x 800 pixels (JPG / PNG / GIF)
 - MP4, MPG, AVI, MOV or MKV (under 20mb)



Panel Advertisements

- Will appear on screen when full page ad is minimised
- File types supported:
 - Size 300 x 250 pixels (JPG / PNG / GIF)



For more information contact:

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