





Desire for redemption, not revenge, carries Rory and Europe to Ryder Cup triumph -byRyanLawer/GOLF

Per Ryar: "On Saturday afternoon, Sottile Scheffer sat dejectedly in a Tess USA golf cart, rubbing his face and wiping his eyes, his wife attempting to console him. He'd just been blown off the course on the 11^{sh} hole in a historic rout..."

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B&B POV:

WHOOP-ASS | definition in the Cambridge English Dictionary

An occasion when the Euror Nr. defect or in the case of the 2022 Rider Cus, mode the US Rider Cus team their b^{min}ches On Sunday, the Americans distin tigst roll over and let the Euros win the '2 Rider Cus, The Euros dish need them to Going into Sunday singles, they were us 0135 to 55. No team had ever come lack from such a deficit. And

urinal smell-level of abyas. Captain Johnson and his vice minions tried their best, but next time guys, make sure your slavers are tourney golf-ready. Ready to fight. To compete. To win the Ryder Cup on Eurocean soil.

FULL ARTICLE



comeback falls short - br Christelanar/868 Per Christ Toum 10 65 55 Junds moning. Castain Zash Johoon rahraid hit sam as beat he could and marched his 12 men out one by-one gains fauroses 12 Mens. Even though the US out op a fait and the pairware monity fun to wach. Them Turope prevailed You was not as multi deversame back on Sunday

Sample Newsletters April 15, 2024 (click) Feb. 19, 2024 (click) Oct. 2, 2023 (click) If you're not familiar with <u>Balls & Bogeys</u>, we forgive you. We're a new golf media outlet. We're not stodgy, nor long-winded. We like to have fun with golf. Giveaways. Instruction. Social Media. And just enough news to keep you informed.

Our digital ad inventory/weekly cadence:

- No more than one dedicated ad email per week
- Weekly newsletter (Sponsorship, advertorial, and banners available.)
- Periodic emails promoting our biggest promos (Sponsorships/partnerships available.)

Audience size and make-up:

- 180k+ opted-in database of avid golfers
- Aver. Open Rate = 36%; Aver. Click Rate = 1.5%
- 72% Male
- Aver. age is 56
- Aver. HHI \$165k
- Aver. Net Worth \$1.35M
- 85% go on 2-3 golf trips/vacations per year
- Play an aver. of 70+ rounds of golf per year
- 70% are members of private clubs or card holders
- 64% spend more than \$1,000 annually on golf equipment and apparel

Media Cost:

- Email
 - Dedicated ad email \$3,750 per (\$21 CPM);
 - \$3,250 2x (\$18 CPM)
- Newsletter
 - Advertorial placements \$1,000 per newsletter; \$750 2x
 - Banners \$750 per newsletter; \$500 2x
- Promotion sponsorship
 - Presenting sponsorship \$7,500-\$15,000
 - Prize partner sponsorship \$2,500-\$5,000
 - Cash + Trade payment options
 - Partners include PGA Tour events, PGA of America Sections, State Golf Associations and leading golf-endemic companies
 - Promo aver. impressions = 1M+; Average unique entries/entrants = 12k-15k



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