



**VISIT
INDIANA
GOLF**

**2019
2020**

Advertising
Opportunities

[INDIANA]
Est. 1816



ADVERTISING IN THE 2020 VISIT INDIANA GOLF GUIDE

Whether it's a tournament or a leisurely getaway with friends, golfers of all skill levels are looking for the perfect place to play in Indiana. That's where we come into the game. There are great courses throughout Indiana, and we're working diligently to connect golfers to the courses and tourism assets they need via this annual printed resource.

The guide is distributed at consumer shows, tourism bureaus, rest areas, golf courses, and exclusive Indiana Welcome Centers, allowing you to promote your course, restaurant, hotel or attraction to over 50,000 golfers. Digital advertising opportunities are also available on VisitIndianaGolf.com. Note that many of the ads include a bonus listing on VisitIndianaGolf.com.

Find two main types of advertising in this booklet:
Visit Indiana Golf Guide - pages 3-7
VisitIndianaGolf.com - pages 8-10

To advertise in the 2020 Visit Indiana Golf Guide or on VisitIndianaGolf.com in cooperation with the Indiana Office of Tourism Development, please contact:

Tom Tobison
Premier Travel Media
Tom@PtmGroups.com
630.794.0696 ext. 509

1 Full-page ad + full-page course overview

This investment gives you two full pages in the printed guide: one an ad and one a course overview written by the Premier Travel Media editorial team. Your ad and overview will appear in your region's section of the guide.



THE FORT GOLF RESORT & CONFERENCE CENTER

FACTS & FIGURES

Par: 72
Yardages: Gold: 7148, Blue: 7000
Ratings & Slope: Gold: 75.0, Blue: 72.4
Architect: Pete Dye and Tim Rietz
Rates: In season rates vary by day. All fees include cart. Nine-hole weekends. Senior rates are a day before 12:00 pm. Early tee times. Twilight rates vary through the day. Call Pro Shop for details. For more information, visit www.thefortgolfcourse.com with discounted golf rates for members.

COURSE DESCRIPTION

The history of this land takes visitors for federal troops until when Indiana's request for use as a military reservation was granted. In 1936 the U.S. Army transferred the land to the State of Indiana. The course is a must. A short approach is well trapped and out of bounds.

CONTACT

6002 North Post Road, Indianapolis, IN 46220
[thefortgolfcourse.com](http://www.thefortgolfcourse.com)

Pete Dye

PETE DYE GOLF TRAIL

EXPERIENCE THE CHALLENGE AND BEAUTY OF FIVE CHAMPIONSHIP STYLE GOLF COURSES, ALL IN ONE PLACE.

Our Stay and Play Packages offer five distinct golf courses to choose from, including two courses on the Pete Dye Golf Trail.

Stay & Play LAFAYETTE WEST LAFAYETTE

During your stay, enjoy hotel accommodations from Hilton and Marriott brand hotels. Visit the website below for details.

Book Your Package Today

800-872-6648 • StayandPlayHomeofTurdue.com

Ad content: 5 x 8 (6.25 x 9.25 with bleed)
 High-resolution PDF (fonts embedded)

Ad duration: one year

Investment (net): \$5,095

Availability: multiple

Sales deadline: October 31, 2019

Bonus Includes:

- 1 VisitIndianaGolf.com Online Premier Golf Course Listing (*more info on page 8*)
- 1 Online Premier Stay & Play Package (*more info on page 10*)
- 1 Online Homepage Featured Golf Course (*more info on page 9*)
- 1 Homepage Banner Ad on the month of your choice (*more info on page 9*)



2 Half-page ad + half-page course overview

This investment gives you the space of a full-page ad along with the advantage of a listing written by the Premier Travel Media editorial team. Your ad and overview will appear in your region's section in the guide.

- Ad content:** 5 x 4 High-resolution PDF (fonts embedded)
- Ad duration:** one year
- Investment (net):** \$2,695
- Availability:** multiple
- Sales deadline:** October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing *(more info on page 8)*

WALNUT CREEK/CLUB RUN GOLF COURSES

FACTS & FIGURES
Par: Walnut Creek: 72/Club Run: 72
Yardages: Walnut Creek: Black: 6907, Purple: 6615, Blue: 6265, Silver 5072
 Club Run: Purple: 6229, Blue: 5791, Silver: 5347, Orange: 4230
Ratings & Slope: Walnut Creek: Black: 72.1/121, Purple: 70.8/119, Blue: 69.2/116, Silver: 68.5/109
 Club Run: Purple: 73.0/127, Blue: 70.2/122, Silver: 68.0/117, Orange: 65.1/112
Rates: Online specials start at \$25 and walk-in rates vary up to \$37.25 on weekends with cart.

COURSE DESCRIPTION
 The 2011 Indiana Course of the Year and 2011 Runner-Up National Course of the Year, Walnut Creek has also received the Indiana Hoosier Hospitality Award. As a 36-hole golf and practice facility, Walnut Creek and Club Run offer strategic yet playable designs with large greens and memorable holes ready to welcome a variety of skill levels.

CONTACT
 7453 E. 400 S, Marion, IN 46953, 800-998-7651, walnutcreekgolf.com

VisitIndiana.com GO

Get ideas for your getaway from Indiana's official online travel source.

INDIANA
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3 Inside Cover Ad

When you're the exclusive advertiser on the inside front cover, you'll be the first thing a golfer sees when opening the guide. This is a full-page, full-color ad.

Ad content: 5 x 8 (6.25 x 9.25 with bleed)
High-resolution PDF (fonts embedded)

Ad duration: one year

Investment (net): \$3,995

Availability: one per year

Sales deadline: October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing (*more info on page 8*)

1 Online Premier Stay & Play Package Listing (*more info on page 10*)

1 Online Homepage Featured Golf Course on the month of your choice!

4 Full-page ad

Your full-page, full-color ad will appear in your region's section of the guide.

Ad content: 5 x 8 (6.25 x 9.25 with bleed)
High-resolution PDF (fonts embedded)

Ad duration: one year

Investment (net): \$3,295

Availability: multiple

Sales deadline: October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing (*more info on page 8*)

1 Online Premier Stay & Play Package Listing (*more info on page 10*)



5 Half-page ad

Your 1/2-page, full-color ad will appear in your region's section of the guide.

Ad content: 5 x 4
High-resolution PDF (fonts embedded)
Ad duration: one year
Investment (net): \$2,195
Availability: multiple
Sales deadline: October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing (*more info on page 8*)



6 Full-page course overview

Written by the Premier Travel Media editorial team, your course overview will promote your best facilities to vacationing golfers. Your overview is featured within your region of the printed guide.

Ad content: A full-page editorial page
Ad duration: one year
Investment (net): \$2,695
Availability: multiple
Sales deadline: October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing (*more info on page 8*)

**THE FORT
GOLF RESORT & CONFERENCE CENTER**

FACTS & FIGURES

Par: 72
Yardages: Gold: 7,148, Blue: 6,758, White: 6,114, Green: 5,408, Red: 5,045
Ratings & Slope: Gold: 75.0/143, Blue: 73.1/138, White: 70.4/130, Green: 66.9/123, Red: 69.1 & 124
Architect: Pete Dye and Tim Liddy
Rates: In season rates vary from a Monday low to weekend mornings being the highest. All fees include cart. Nine hole rates are available Monday-Thursday and after 12:00 pm on weekends. Senior rates are available for ages 60+ Monday afternoon and Tuesday-Wednesday before 12:00 pm. Early bird discounts are available Tuesday and Wednesday before 12:00 pm. Twilight rates vary throughout the year. Military discounts for Active, Reserve and Retired. Call Pro Shop for details. Fort Golf Course offers a variety of lodging options on the property with discounted golf rates for guests.

COURSE DESCRIPTION

The history of this land takes us from the Civil War when the Indianapolis Arsenal supplied munitions for federal troops to the establishment of Fort Benjamin Harrison. Fast-forward to 1995 when Indiana's request for use of 1,700 acres of the property as a state park and nature preserve was granted. In 1998 Fort Golf Course opened and was ranked third as "Best Affordable New Public Courses." The course is set in a marvelous wooded area with trees lining most holes, rolling fairways and fairway bunkers and Dye's signature undulating greens. Nowhere are those features more prevalent than on Hole No. 4, the No. 1 Handicap. Driving accuracy is a must. A short approach shot to the right of the green will kick to the green and avoid the well trapped and out of bounds left.

CONTACT

6002 North Post Road, Indianapolis, IN 46216, 317-543-9597, thefortgolfcourse.com

7 Half-page course overview

The Premier Travel Media editorial team will write a half-page overview of your course, touting your best features. It will appear within your region of the travel guide.

Ad content: A half-page editorial page

Ad duration: one year

Investment (net): \$1,595

Availability: multiple

Sales deadline: October 31, 2019

Bonus Includes:

1 VisitIndianaGolf.com Online Premier Golf Course Listing *(more info on page 8)*



WALNUT CREEK/CLUB RUN GOLF COURSES

FACTS & FIGURES

Par: Walnut Creek: 72/Club Run: 72
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The 2011 Indiana Course of the Year and 2011 Runner-Up National Course of the Year, Walnut Creek has also received the Indiana Hoosier Hospitality Award. As a 36-hole golf and practice facility, Walnut Creek and Club Run offer strategic yet playable designs with large greens and memorable holes ready to welcome a variety of skill levels.

CONTACT

7453 E. 400 S, Marion, IN 46953, 800-998-7651, walnutcreekgolf.com



ADVERTISING ON VISITINDIANAGOLF.COM

The easy-to-navigate VisitIndianaGolf.com is a one-stop online location for golfers planning a trip to Indiana. They can find deals on packages, peruse all the Indiana courses and check out upcoming events.

You'll find online advertising opportunities on the following pages, which gets you in front of the 5,000+ interested golfers who visit the site each year.



8 Premier Golf Course Listing

Each listing will include a robust landing page that will feature detailed information about your course, photos, video, website link to your booking page, phone number, map and special features. Premium listings receive listing priority.

Ad content:

a YouTube video

up to 20 720px x 525px (10.00" x 7.29" at 72DPI)
High-resolution JPEG photos

course statistics

detailed description of up to 1,250-characters

address, phone number, months open, location map

link to book a tee time

a prominent link to your website

Ad duration: one year

Investment (net): \$250 per year

Visit Indiana Golf - Home Site Trail

VISIT INDIANA GOLF

SEARCH

HOME COURSES SPECIAL OFFERS EVENTS CONTACT

Home > Courses > Beechwood Golf Course

Beechwood Golf Course

Back to search results

Visit Website

877-463-2845
222 Woodhewer Dr
Lafayette, Indiana
See On Map

Months of Operation
Open April, May, June, July, August, September, October

Book a Tee Time

See Special Offers

This is a caption option.

PAR: 72 YARDS: 6,659 SSS PUBLIC
HOLES: 18 SLOPE: 131

Beechwood Golf Course is a full-service, par 72, championship golf course that uses the beautiful southern Indiana landscape with tree-lined fairways, rolling hills and sparkling lakes. Features a full driving range, practice putting greens, and a bar and grill on site.

See below for yardage, rating and slope per teeing ground.

- BLUE: Yards 6657, Rating 72.3, Slope 131
- WHITE: Yards 6339, Rating 70.2, Slope 127
- RED: Yards 5703, Rating 72.7, Slope 121

Visit Website

Location

FEATURED COURSE



Donald Ross Course at French Lick
 This classic course designed by iconic architect Donald Ross has been rated the #2 public course in Indiana 2008-2016 by Golf Week and was among the greatest through 2015. [Continue reading >](#)

[More Courses >](#)

9 **Homepage Featured Golf Course**
 Get your golf course noticed by showcasing it as the main feature on the homepage of VisitIndianaGolf.com. A Homepage Featured Golf Course gives you prominent space on the homepage to attract site visitors to view your Premier Golf Course Listing.

Ad content: 720px x 525px (10.00" x 7.29" at 72DPI) photo
 High-resolution JPEG, 225-character description, a link to your Premier Golf Course listing on VisitIndianaGolf.com

Ad duration: one month

Investment (net): April – October: \$250 per month
 November – March: \$125 per month

Availability: limited to two monthly

FEATURED GOLF PACKAGE



Hamilton County Area Golf Package
 With our Stay & Play packages starting at just \$180, you can play Purgatory Golf Club and choose among seven other divine courses. [Continue reading >](#)

[More Special Offers >](#)

10 **Homepage Featured Special Offer**
 Get your discount or stay & play package noticed by showcasing it as one of the main features on the homepage of VisitIndianaGolf.com. A Homepage Featured Golf Package gives you prominent space on the homepage to attract site visitors to view your stay & play package or discount listing.

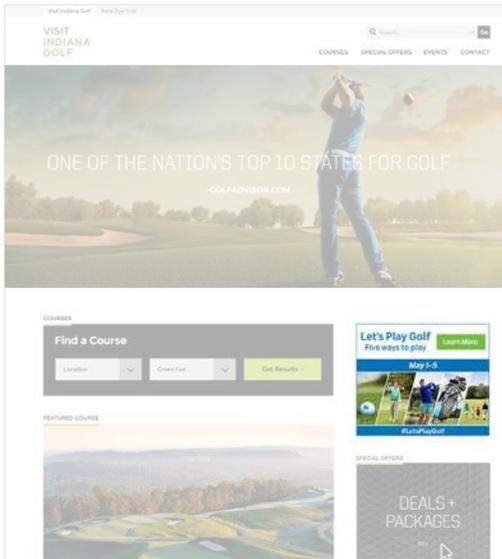
Ad content: 720px x 525px (10.00" x 7.29" at 72DPI) photo
 High-resolution JPEG, 225-character description, a link to your Premier Golf Course listing on VisitIndianaGolf.com

Ad duration: one month

Investment (net): \$125 per month

Availability: limited to two monthly

Bonus Includes:
 1 Premier Stay & Play Package Listing (*more info on page 10*)



Navigation: COURSES, SPECIAL OFFERS, EVENTS, CONTACT

Text: ONE OF THE NATION'S TOP 10 STATES FOR GOLF

Buttons: Find a Course, Let's Play Golf, DEALS + PACKAGES

11 **Homepage Banner Ad**
 Reach this highly targeted audience by showcasing your organization on the homepage of VisitIndianaGolf.com. A Homepage Banner Ad gives you prominent space on the homepage to feature courses, golf discounts, golf outings and/or tournaments, golf-related businesses, and more! The banner ad links directly to your website.

Ad content: 300 x 250 pixels (4.17" x 3.47" at 72 DPI) banner ad
 High-resolution JPEG, a link to your website

Ad duration: one month

Investment (net): \$200 per month

Availability: limited to two monthly

12 Premier Stay & Play Package

Promote your destination's stay & play package on VisitIndianaGolf.com. Over 5,000 interested golfers visit the VisitIndianaGolf.com website each year to make their golf-related plans. Make sure they see your destination when they're there.

Ad content:

a YouTube video

up to 20 720px x 525px (10.00" x 7.29" at 72DPI)
High-resolution JPEG photos

30-character package headline

160-character short description

500-character detailed description

pricing, overnights included, golf rounds included

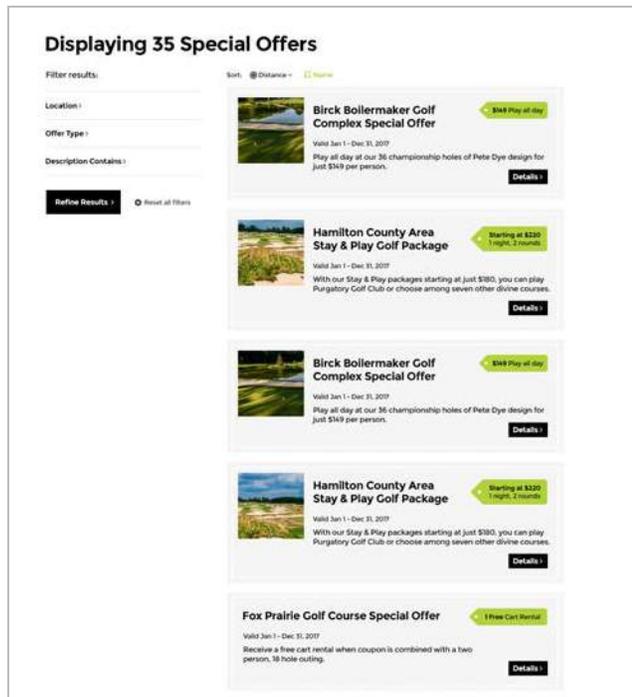
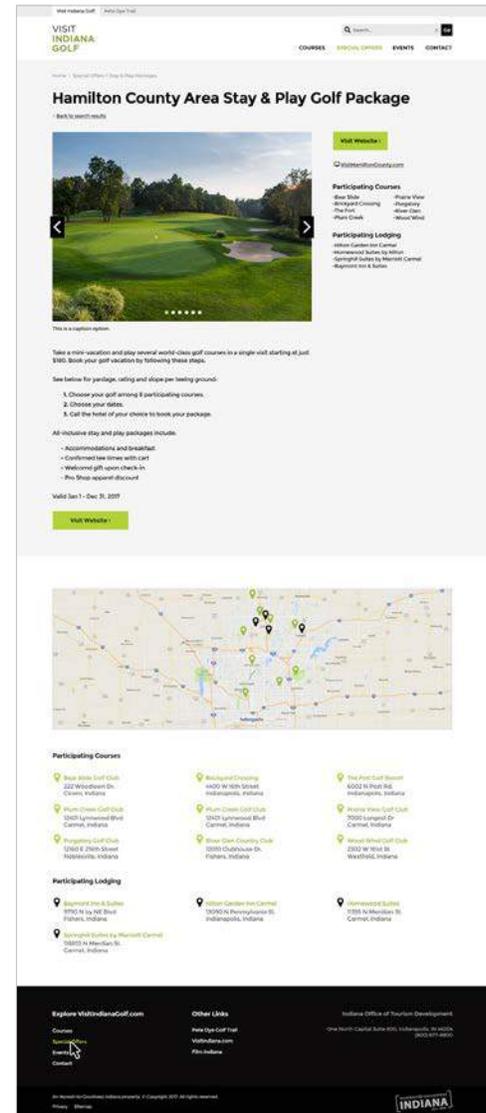
a map view of included courses and hotels

a link directly to your website

a link directly to your golf course listings on VisitIndianaGolf.com

Ad duration: one month

Investment (net): \$50 per month



13 Special Offers Featured Content

When travelers are looking for special offers for their golf outing, they visit the Special Offers section of VisitIndianaGolf.com. Special Offers Featured Content ads enable you to reach this highly qualified audience with your focused and relevant message.

Ad content:

40-character headline

160-character body copy

430px x 315px (5.97" x 4.38" at 72DPI)

High-resolution JPEG

link to your website

Ad duration: one month

Investment (net): \$25 per month

Availability: four per month



Visit Indiana Golf has a specific account executive who works for all regions for these advertising opportunities.

Tom Tobison
Premier Travel Media
Tom@PtmGroups.com
630.794.0696 ext. 509

NOTE: To create an account or log in to your existing Ad Portal account, please visit [VisitIndiana.com/adportal](https://www.visitindiana.com/adportal).



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