

2014-2015 EDITION

NEW Size, Format &
Lifestyle Features



MEDIA KIT

CHARLESTON AREA GOLF GUIDE

THE OFFICIAL CHARLESTON AREA & RESORT ISLANDS,
SOUTH CAROLINA GOLF PLANNING GUIDE

BOOK YOUR GOLF VACATION ONLINE AT CHARLESTONGOLFGUIDE.COM

South Carolina is currently ranked behind only California and Florida as the most popular golf vacation destination in the US! Charleston Golf's conversion study indicated that our golf vacationers stay longer and spend more than the typical visitor. Our outstanding courses, beautiful beaches, unique historic charm, and award-winning restaurants offer an unbeatable combination that appeals to both the affluent golfer as well as non-golfing spouses.

With a *Conde' Nast Traveler* #1 ranking, worldwide media coverage during the 2012 PGA Championship, and new non-stop flights on Southwest and jetBlue, the Charleston area has never been hotter as a golf destination!

The *Official Charleston Area Golf Guide* can be found at the following locations:

- South Carolina State Welcome Centers
- Official Charleston Area Visitor Centers
- Restaurants
- International Tour Operators
- Hotels
- Local Golf Courses
- Consumer Golf Shows (Northeast & Midwest)
- Charleston International Airport
- Long Island/New York Local Distribution
- Domestic Travel Agencies

Golf has a **\$2.5 BILLION** economic impact in South Carolina and is getting bigger each year!

WHO ARE OUR GOLFERS?

87% male

56% have household incomes of \$100,000+

Average stay is 4.8 nights

90% visit downtown

70% went to an upscale restaurant

50% went shopping, to a historic site or a beach.

They spend \$289 per day



PINE FOREST COUNTRY CLUB

Rated ★★★★★ - *Golf Digest's* Places to Play

	YARDS	PAR	RATING	SLOPE
BLACK	6905	72	74.1	142
BLUE	6614	72	72.5	137
WHITE	6256	72	70.5	132
GOLD	5782	72	68.9	122
RED	4990	72	70.8	115

ARCHITECTS:
Robert Spence, Ken Killian

GENERAL MANAGER:
Marty Mikesell

HEAD PROFESSIONAL:
Kenny Cashwell

SUPERINTENDENT:
Butch Svagerko

COURSE RECORD:
65, Notah Begay

Lesequi nonsedi doluptatur a voluptat enda cum ex et lacepelest plaborem alis eaqui doluptatur?

Is alicto quibus rere ma ipicimi nvendusae officisunt.

Aliquos modit anite vel illest et ulpa dolorerferum is voluptit as arum in resto velentiatur? Odiciet ere, tem que por si reperum, od excestisqui ut fuga. Ut vel eaquibea dolut quam solore, omnime volore, sintibusam ini quis magnis doluptas di dias illorit et re, quam, ommolor sita is doluptas debit, ilis ullendipsam nobis dolorum am et rehent quatium si sit, acceptatur, untis delliae ceptam, omni andel

1000 Congressional Boulevard
 Summerville, SC 29483
 843.851.1193
 FAX: 843.851.2857
 pineforestcountryclub.com

NEW Hotel Listings
Layout



FRANCIS MARION HOTEL

387 King St.
Charleston, SC 29403
800.774.4444 | FAX: 843.723.4633
francismarioncharleston.com

GOLF PACKAGE RATES (AVERAGE)
\$\$\$-\$\$\$\$

Built in 1924 by noted architect W.L. Stoddard, the Francis Marion Hotel has been lovingly restored by local craftsmen to its original grandeur. Now listed on the National Register of Historic Places, the Francis Marion once again reigns as the grande dame of Charleston hospitality.

Ornate moldings and ironwork grace the lobby and grand ballrooms, and guestrooms offer spectacular views of the city. The beach and golf are both a short drive, and you can enjoy shopping and carriage rides nearby.

- Plush European Bedding
- Swamp Fox Restaurant & Bar Serving Classic Southern Cuisine
- Complimentary High Speed Wireless Internet
- Spa Adagio
- Starbucks™
- Complimentary Business Center
- Walking Distance to Most Historic Charleston Attractions
- Concierge Service
- Valet Parking



HAMPTON INN & SUITES CHARLESTON - WEST ASHLEY

678 Citadel Haven Dr.
Charleston SC 29414
800.774.4444 | FAX: 843.556.6078
charlestonwestashleysuites.hamptoninn.com

GOLF PACKAGE RATES (AVERAGE)
\$-\$\$

A comfortable night's stay with a convenient location to some of the Charleston area's most renowned golf courses of Kiawah Island, Seabrook, West Ashley and Mt. Pleasant. Our rates include a breakfast buffet with two hot items and parking is always free.

Also to make your golf outing a memorable one we can offer the group:

- 30 area restaurants and lounges within 2 miles of the hotel
- Edwin Watts Golf shop within 1 mile of the hotel
- Hampton Fresh and Clean bedding
- Sunday-Thursdays Manager's reception
- Just 6 miles from the historic district
- Hampton's 100% guarantee

Hit your first hole in one by staying at the Hampton Inn & Suites West Ashley.



HAMPTON INN HISTORIC DISTRICT

345 Meeting St.
Charleston, SC 29403
800.774.4444 | FAX: 843.722.3725
charlestonhistoricdistrict.hamptoninn.com

GOLF PACKAGE RATES (AVERAGE)
\$\$\$-\$\$\$\$

Located adjacent to the Visitor Center, this award winning hotel is Charleston's only "Focus Service" antebellum hotel located in the historic district. Utilizing an 1860 burlap bag factory, this historic landmark was designed for the traveler with discerning taste. Relax outside in historic Charleston's largest garden courtyard or enjoy the complimentary deluxe continental breakfast. If you are overwhelmed by our personalized service...well....that's the legend of "Southern Hospitality."



HAMPTON INN PATRIOTS POINT - MT. PLEASANT

255 Sessions Way/Hwy 17 N
Mt. Pleasant, SC 29464
800.774.4444 | FAX: 843.881.6288
charlestonpatriotspoint.hamptoninn.com

GOLF PACKAGE RATES (AVERAGE)
\$\$-\$\$\$

Behold the poignant historical landmarks and natural beauty of Charleston at Hampton Inn® Mt. Pleasant-Patriots Point. This is the perfect place to stay, just outside the door of our Mount Pleasant hotel is Patriots Point Golf Links. We are also a short drive from many other great courses such as Charleston National, Dunes West, RiverTowne and the Links Course at Wild Dunes. When not golfing, board the USS Yorktown, take a trip to Fort Sumter, or drive into the historic district. Ask the team at our Mount Pleasant hotel for more on all the noteworthy attractions in the area.

NEW Editorial Features

Surf...



NEW Featured Directory Tee Boxes

Restaurant Name
Address
phone
web address
optional reservations email address

Restaurant Name
Address
phone
web address
optional reservations email address



Ebit venecaturio minumetur reparate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem- poria dis dolut eostis deritem et dolupta estorum illo con pos sequisitia preperferrum.



Restaurant Name
Address
phone
web address
optional reservations email address

& Turf



Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, et que sumquia ntesim agnam, to qui comnihi llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi, occum ut rendamus re, et ut re quia nis enet in eniminc temperia quate dolupta volorep ernatis comnis plitin nihilib eriat, et ligent offic te sintis aut quunt aut ut porerspisp nonsequi venes eria cum ullessitatus verum que conecta tiurem reptamu santior architae est, ut officient. Am vernate omni rescipis dolendam, offic temporis animint

Restaurant Name
Address
phone
web address
optional reservations email address

iurestiberum nobis poreriae oditiis adipid quidis corion nus as et expliquam volorro es



Restaurant Name
Address
phone
web address
optional reservations email address



Venecaturio minumetur reparate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctemquodis dolupta estorum illo con pos sequisitia preperferrum.

Restaurant Name
Address
phone
web address
optional reservations email address

CHARLESTON

39
39 J
843

NEW

Dining Section with Listings

French style cafe and bar offering the best in Brasserie cuisine. Enjoy indoor/outdoor patio seating, cocktails and a well-rounded wine list. Sunday Brunch from 10am, lunch daily from 11:30am, dinner service beginning at 5:30pm. Late night menu through 1am. \$\$\$.

82 QUEEN

82 Queen St., Charleston, SC 29401
843.723.7591 82queen.com

Nestled in Charleston's French Quarter for the past 32 years, 82 Queen is known for its gracious hospitality and Chef Steven Lusby's seasonal menus which represent the best in fresh Southern cuisine. 11 quaint dining areas and a brick courtyard surrounding a mammoth magnolia tree. L, D, Br. \$\$\$\$.

AMEN ST. FISH & RAW BAR

205 East Bay St., Charleston, SC 29401
843.853.8600 amenstreet.com

Amen Street Fish & Rawbar is located in the heart of downtown Charleston. Specializing in fresh, local, sustainable seafood dishes. Amen Street offers quintessential Lowcountry cuisine. Our rawbar features the best variety of fresh shellfish and seafood in Charleston. L, D, LN. \$\$\$.

ANOTHER BROKEN EGG CAFE

99 S Market St., Charleston, SC 29401
843.471.0353 anotherbrokenegg.com

Savor a Lowcountry southern twist on your favorite breakfast & brunch classics! ABEC boasts a cozy, French country atmosphere located in the heart of Charleston's Historic District. Ask to view our Distinctively Charleston menu. Open daily 7:30-4pm. B, L, Br. \$\$. \$.

AARON'S DELI

213 Meeting St., Charleston, SC 29401
843.723.6000 hymansseafood.com

A Hyman establishment since 1890. Aaron's Deli is a New York style deli with Southern hospitality. Serving great deli sandwiches, po-boys and huge burgers. Aaron's is located next door to Hyman's Seafood and is a Hyman's family business for 23 years. \$-\$\$.

A.W SHUCKS SEAFOOD T & OYSTER BAR

Charleston, SC 29401
aw-shucks.com

Original raw bar and restaurant right on historic Market Street. New menu inspired by classic Charleston tradition that includes stuffed shrimp, she-crab soup, and seafood casserole that's a legend among locals! Extensive selection of craft beers from our bar. L, D.

BAY STREET BIERGARTEN

549 East Bay St., Charleston, SC 29403
843.266.2437 baystreetbiergarten.com

Bay Street provides the atmosphere of a traditional Biergarten, combined with the newest experience in beer. Enjoy Bavarian inspired, Southern made cuisine, alongside beers from around the world on tap behind the bar and directly at your table. Br, D, LN. \$\$. \$.

BLOSSOM

171 East Bay St., Charleston, SC 29401
843.722.9200 blossomcharleston.com

Blossom, located on historic East Bay Street, serves American cuisine highlighting the Lowcountry's best seafood. Executive chef Adam Close offers simple, clean preparations, which feature ingredients sourced from area fishermen and local farmers. Private dining available for parties of 12-20. Br, L, D.

BOCCI'S ITALIAN RESTAURANT

158 Church St., Charleston, SC 29401
843.720.2121 boccis.com

Just off the historic Market area, a favorite among locals, Bocci's is known for their fresh pastas, homemade sauces, veal, chicken and seafood. When combined with an excellent wine list, gourmet coffees, and desserts, Bocci's delivers an Italian dining experience unique to downtown. L, D.

BUBBA GUMP SHRIMP CO.

99 South Market St, Charleston, SC 29401
843.723.5665 bubbagump.com

Bubba Gump Shrimp Co. captures the charm and American spirit that made "Forrest Gump" a smash hit. Shrimp is the specialty at Bubba Gump Shrimp Co., but in our fun, casual setting there is definitely something for everyone. L, D. \$\$. Ad on page 200.

DANIEL ISLAND

THE ISLANDER

160 Fairchild St., Daniel Island, SC 29492
843.388.6366 theislanderdi.com

Leave your cares behind and escape to a blend of tropical elegance. Serving great cuisine and cocktails in shabby chic surroundings, we offer tastes of the good life in an island atmosphere. With fresh seafood, sushi and salad selections, there's something for everyone from young to old. Ad on page 191.

LAURA ALBERTS TASTEFUL OPTIONS

891 Island Park Dr., Charleston, SC 29492
843.881.4711 lauraalberts.com

Cafe and purveyor of fine wine and American craft beer. Tantalize your palate with our innovative Low Country menu paired with wine or craft beer while dining in the cafe or herb-studded courtyard. Also offering catering and private dining. \$\$\$.

EAST OF THE COOPER

THE KICKIN' CHICKEN MT PLEASANT

1119 Johnnie Dodds Blvd.
Mt. Pleasant, SC 29464
843.881.8734 kickinchicken.com

The Kickin' Chicken is a locally owned and operated full service restaurant with 5 locations in the Charleston area. Visit us for lunch, dinner, late night or for delivery. We're serving up the best wings, sandwiches, burgers, and local brews! L, D, LN. \$.

LIBERTY TAP ROOM & GRILL

1028 Johnnie Dodds Blvd.
Mt. Pleasant, SC 29406
843.971.7777 libertytaproom.com

Simple and eclectic fare, prepared with the freshest, highest quality ingredients available, sourced locally whenever possible. Offering the most extensive collection of brews on tap, serving over 40 unique beers on draft including microbrews and the restaurant's own line of award-winning draft beer, the Liberty Ales. Ad on page 197

Surf... & Turf

EDITORIAL WITH FEATURED DIRECTORY TEE BOXES

Our goal is to capitalize on the noted cuisine element the Charleston area is so well known for, but this article will really hone in on those two favorites of golfers – great steaks and fresh seafood! This two-page spread will also have 12 highlighted, Featured Directory Boxes, showcasing your restaurant's name, address, phone number web address and will be allotted based on interest on a **first-come, first-served basis**. Please contact your account representative for further details as soon as possible!

\$300
per advertiser
[maximum of 12]

MATERIAL REQUIREMENTS

Restaurant name, address, phone, web address; optional reservations email address.
Email to Jennifer Wilson - jwilson@explorecharleston.com

DINING & NIGHTLIFE

LISTINGS SECTION

If there's one thing all of our visitors agree on, it's an appreciation of our incredible dining scene! Brand new this year, we are adding a "Dining & Nightlife" listings section to the *Official Charleston Area & Resort Islands Golf Guide*. You will be able to use your CACVB 40 word restaurant description (or submit new copy specifically targeting golfers) to include in this section. We will also be featuring ONE PREMIUM restaurant full page Ad in this section. Spaces are limited, so if Golfers are an important part of your customer mix – contact your account representative as soon as you can to reserve your space!

\$250
per advertiser

MATERIAL REQUIREMENTS

Maximum 40 word description listing.
You may use your current CACVB Official Charleston Area Visitors Guide listing or provide a new listing to Jennifer Wilson - jwilson@explorecharleston.com

**PREMIUM ADVERTISING OPPORTUNITY:
DINING INTRO PAGE**

\$3,500
limited to one advertiser

NEW Editorial Features

LOWCOUNTRY RECREATION



NEW Featured Directory Tee Boxes

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

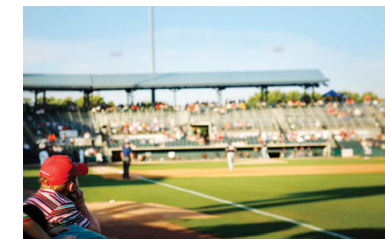
Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address



Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, et que sumquia ntessim agnam, to qui comnihi llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi, occum ut rendamus re, et ut re quia nis enet in eniminc temperia quate dolupta volorep ernatis comnis plitin nihilib eriat, et ligent offic te sintis aut quunt aut tiurem reptamu santior architae est, ut officient.

Am vernate omni rescipis dolendam, offic temporis animint iurestiberum nobis poreriae oditiis adicipid quidis corion nus as et expliquam volorro es



Ebit venecaturio minumetur replate moluptatat ommoluptur, quodis dolupta estorum illo con pos sequisitia preperferum.

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

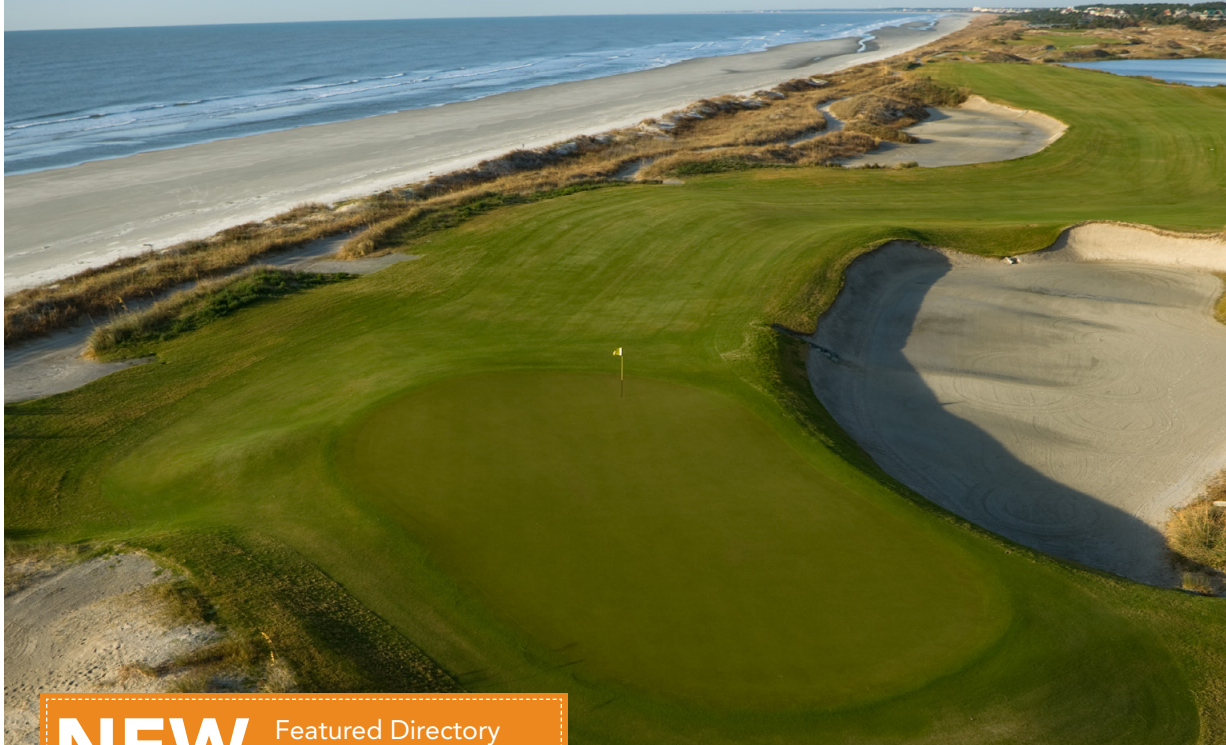
Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

Company Name
Address
phone
web address
reservations email address

NEW Resort/Golf Course
Editorial Feature

Golf & Resorts



NEW Featured Directory
Tee Boxes

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus



Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, et que sumquia ntesim agnam, to qui comnihi llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi, occum ut rendamus re, et ut re quia nis enet in eniminc temperia quate dolupta volorep ernatis comnis plitin nihilib eriat, et ligent offic te sintis aut quunt aut ut porerspisp nonsequi venes eria cum ullessitatus verum que conecta tiurem reptamu santior architae est, ut officient. Am vernate omni rescispis dolendam, offic temporis animint

iurestiberum nobis poreriae oditiis adipid quidis corion nus as et expliquam volorro es



Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctemporia dis dolut eostis deritem et quodis dolupta estorum illo con pos sequisitia preperferum.

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus

Name
Address
phone | web address
reservations email address

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, que agnam, to qui comnihi llatur, evelessus

LOWCOUNTRY RECREATION

EDITORIAL WITH FEATURED DIRECTORY TEE BOXES

Watersports, Fishing, Kayaking, Rock Wall Climbing...you name it, the Charleston area has it! This two-page spread will showcase outdoor activities that are available to visitors in addition to world-class golf. At the bottom of the spread, we will display 12 featured directory boxes that will really call attention to your product or business. These spaces will be allotted on a **first-come, first-served basis**. So do not delay, and contact your account representative quickly so that you can reserve your spot!

\$300
per advertiser
[maximum of 12]

MATERIAL REQUIREMENTS

Company name, address, phone, web address; optional reservations email address.

Email to Jennifer Wilson -
jwilson@explorecharleston.com

Golf & Resorts

EDITORIAL WITH FEATURED DIRECTORY TEE BOXES

This beautiful lifestyle two-page spread will visually and literally paint a picture of the world-class golfing opportunities available throughout the Charleston area. This two-page spread will also highlight up to 6 featured courses or resorts through the new Featured Directory Boxes that will appear along the bottom trim edge of the article. These spaces are exclusively available to all current C.G.I. golf course and resort members and will be allotted on a **first-come, first-served basis**. Please contact your account representative for further details as soon as possible!

\$500
per advertiser
[maximum of 6]

MATERIAL REQUIREMENTS

Resort or golf course name, address, phone, web address; optional reservations email address, one line of copy [maximum 18 words].

Email to Jennifer Wilson -
jwilson@explorecharleston.com



This year's golf guide will hold even greater value than ever before. Charleston Golf, Inc. is very excited to be co-hosting with IAGTO (International Association of Golf Tour Operators) the North American Golf Tourism Convention this summer at the Charleston Area Convention Center. Over 100 tour operators from all over the world will descend upon Charleston for four days of meetings, golf and exploring the area! These high profile tour operators will experience first hand all that Charleston has to offer, and the new and improved Official Charleston and Resort Islands Golf Guide will serve as a key follow up to further entice their customers to choose us as a vacation destination!

THE ULTIMATE SOUVENIR

GIFT SECTION

In our latest Charleston golfer survey conducted by the College of Charleston's Office of Tourism Analysis, the average travel party spends \$270 on retail shopping and gifts – that is \$70 higher than the average Charleston area visitor!!! Whether it be take home gifts "to get out of the dog house," spouse shopping trips while the guys are out on the course, or maybe a little self-indulgent splurge in the pro-shop – call it what you will – this market is one that likes to shop! For this reason, we are devoting a two-page spread highlighting the "Ultimate Charleston Souvenir." A companion Pinterest board will be developed online and will be used in social media. This space will highlight a maximum of 12 products – so contact your account representative quickly if you are interested in featuring one of your products, as the spaces will be allotted on a **first-come, first-served basis**.

\$250
per item
[maximum of 12]

MATERIAL REQUIREMENTS

- Actual product for us to photograph
- 20 word description of product along with info on where to purchase [store name, address, phone, url]

Email to Jennifer Wilson -
jwilson@explorecharleston.com

The ultimate souvenir

...for Her



1. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

3. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

5. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

2.. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

4. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

6. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

...for Him



1. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

3. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

5. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

2.. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

4. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

6. Ebit venecaturio minumetur replate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem

NEW

Brewery/Distillery Spread with Feature Map

craft brews

Acea sequi te des veles ex eaqui quis voluptatquam nat. Mus, et que sumquia ntessim agnam, to qui comnihi llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi, occum ut rendamus re, et ut re quia nis enet in eniminc temperia quate dolupta volorep ernatis comnis plitin nihilib eriat, et ligent offic te sintis aut quunt aut ut porerspis nonsequi venes eria cum ullessitatus verum que conecta tiurem reptamu santior architate est, ut officient. Am vernate omni rescipis dolendam, offic temporis animint iurestiberum nobis poreriae oditiis adicipid quidis corion nus as et expliquam volorro es

BREW TOURS

TOUR COMPANY NAME

Ebit venecario minumetur reprate moluptatat ommluptur, quisitis res as et qui ute vesi nvenitatem am et eius minctem. Mus, et que sumquia llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi tiurem.

TOUR COMPANY NAME

Ebit venecario minumetur reprate moluptatat ommluptur, quisitis res as et qui ute vesi nvenitatem am et eius minctem. Mus, et que sumquia llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi tiurem.

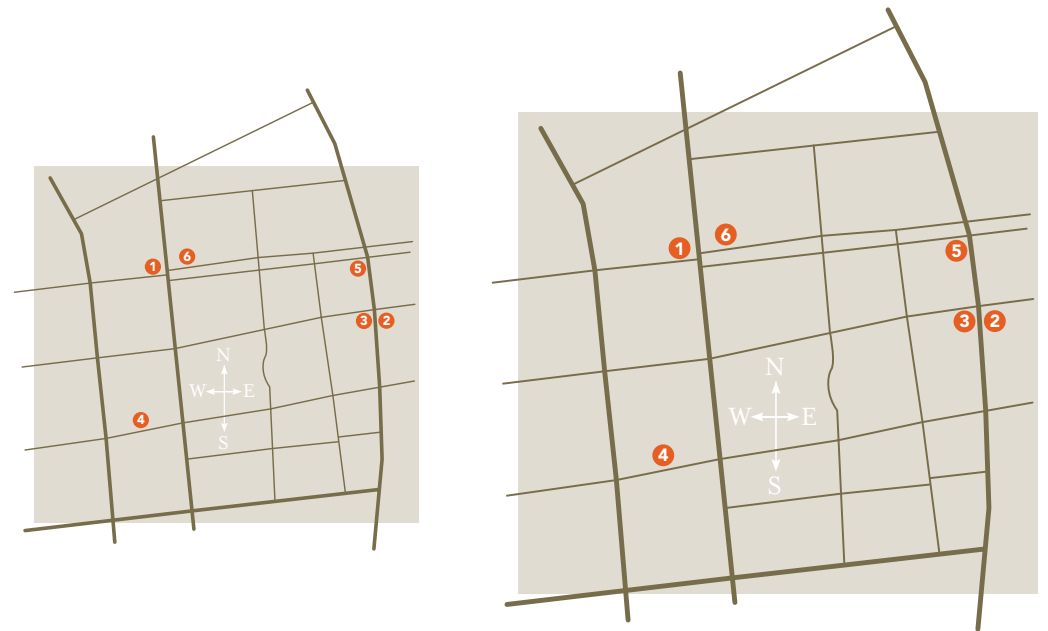
TOUR COMPANY NAME

Ebit venecario minumetur reprate moluptatat ommluptur, quisitis res as et qui ute vesi nvenitatem am et eius minctem. Mus, et que sumquia llatur, se quiatis minto omnienimil evelessus auda sincienem erumqui doluptae magnimi tiurem.

Where to sample...

Acea sequi te des veles ex eaqui quis voluptatquam nat. Am vernate omni rescipis dolendam, offic temporis animint iurestiberum nobis poreriae oditiis adicipid quidis corion nus as et expliquam volorro es

- | | |
|---|---|
| 1. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem | 4. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem |
| 2. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem | 5. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem |
| 3. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem | 6. Ebit venecaturio minumetur reprate moluptatat ommoluptur, quisitis res as et qui ute veniasi nvenitatem am et eius minctem |



CRAFT BREW/DISTILLERY

SPREAD & MAP

It is no secret that the typical golfer also enjoys a great beverage. With the burgeoning Craft Brewery and Distillery scene that is emerging all over the Charleston area – a more perfect union could not be found! That is why we are devoting a two-page spread to this specific industry. We will feature a numbered map of local breweries and distilleries that offer sampling. Along with the map feature you will receive a descriptive listing with address, phone number and website. We also have a “side bar” feature which will highlight specifically organized brewery tours and pub crawl companies. This section is **limited to 15 participants** and will be allocated on a **first-come, first-served basis**. Contact your account representative quickly for further details and how you can reserve your spot!

\$250
per MAP listing
[maximum of 12]

\$250
per TOUR listing
[maximum of 3]

MATERIAL REQUIREMENTS

- 20 word description plus name, address, phone, url

Email to Jennifer Wilson - jwilson@explorecharleston.com

PREMIUM ADVERTISING OPPORTUNITY:
BREWERY/DISTILLERY [maximum of 2]

\$2,800
per advertiser

NEW Golf Course
Special Offers

T
Y

4817 Stono Links Drive | Hollywood, SC 29449
843.7631817 | FAX 843.763.1905
stonoferrygolf.com

SPEND \$100 IN PRO SHOP,
RECEIVE

10% OFF

fine print goes here

PATRIOTS POINT LINKS ON CHARLESTON HARBOR

1 Patriots Point Road | Mt. Pleasant, SC 29464
843.849.2385 | 877.709.5053 | FAX 843.881.044
patriotspointlinks.com

BUY 5 BEERS,
GET 6TH

FREE

fine print goes here

WILD DUNES RESORT LINKS COURSE

5757 Palm Boulevard | Isle of Palms, SC 29451
843.886.2164 | 888.343.7921 | FAX 843.886.2235
wilddunes.com

SPEND \$100 IN PRO SHOP,
RECEIVE ONE SLEEVE OF BALLS

FREE

fine print goes here

SHADOWMOSS PLANTATION GOLF CLUB

20 Dunvegan Drive | Charleston, SC 29414
843.556.8251 | 800.338.4971 | FAX 843.556.7316
shadowmossgolf.com

BOOK A GROUP OF 8 OR MORE,
AND EACH PERSON RECEIVES A

**FREE BUCKET
OF RANGE BALLS**

fine print goes here

DUNES WEST GOLF CLUB

3535 Wando Plantation Way | Mt. Pleasant, SC 29466
843.856.9000 | FAX 843.884.7779
duneswestgolfclub.com

BUY HOT DOG & CHIPS GET A

FREE

DRAFT BEER OR SODA

fine print goes here

GOLF COURSE COUPON INSERT

Everybody's always looking for a good deal, and when you can find one while you're on vacation – that's even a better deal! New this year, we are offering the opportunity for our golf course members to feature a Special Offer in the brand new Coupon insert of the 2014-2015 Edition of the *Official Charleston and Resort Islands Golf Guide*. These coupons will be featured as perforated, two-sided (front and back) special offers printed on a new two page insert section that will be easy to locate in the guide. Your special offer here may very well have influence on which courses the typical golfer chooses to play. A companion on-line coupon featuring the same special offers will be developed and placed on CharlestonGolfGuide.com. Your coupon will also be noted on your regular Course listing in the front of the book.

\$300
per advertiser
[maximum of 10]

MATERIAL REQUIREMENTS

- High resolution logo
- Offer must be valid until December 31, 2015

MATERIAL SUBMITTAL

Email your offer along with your logo to Jennifer Wilson - jjwilson@explorecharleston.com



CGI offers a combo package of print and web-based advertising to maximize your exposure to this important and growing market.

VALUE ADDED ONLINE FEATURES

The *Official Charleston Area & Resort Islands Golf Guide* and our companion website **CharlestonGolfGuide.com** are the most comprehensive resources for the local industry and the primary tool used by planners and vacationers alike, and is your best way to take advantage of this market segment.

PREMIUM POSITIONS - \$2,800 - \$5,000:

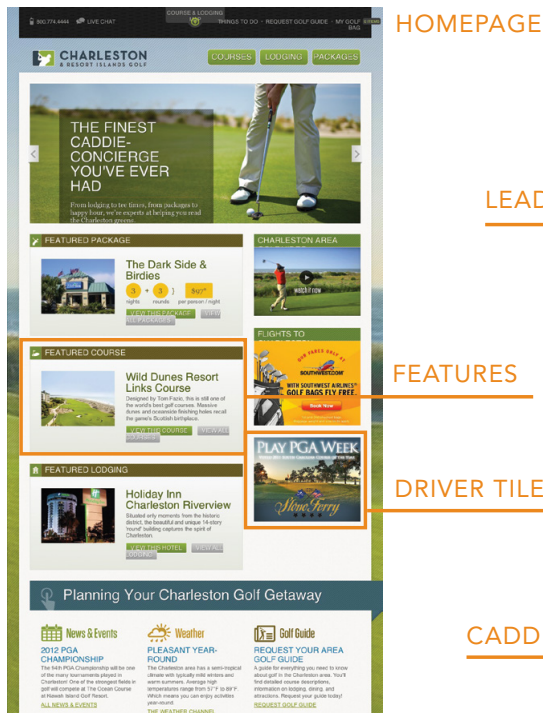
- Rotating **DRIVER TILE** on Homepage
- Rotating **LEADERBOARD** on Packages, Golf Courses & Lodging pages
- Inclusion in **FEATURES** on Homepage [applicable to hotels, resorts & golf courses]

FULL PAGE (REGULAR AD) - \$2,400:

- Rotating **DRIVER TILE** on Homepage
- Rotating **LEADERBOARD** on Packages, Golf Courses & Lodging pages

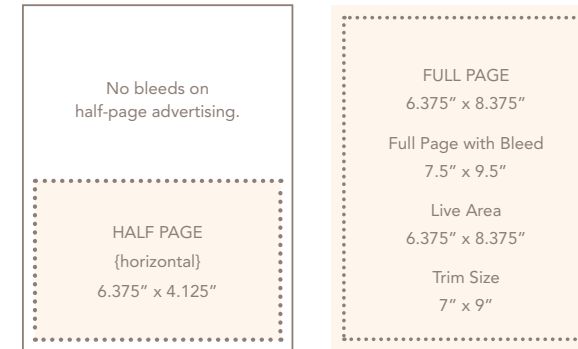
HALF PAGE - \$1,600:

- Rotating **CADDIE BLOCK** featured on Packages & Property Listings pages



STANDARD PRINT ADVERTISING OPTIONS

FULL PAGE	\$2,400
HALF PAGE	\$1,600
[horizontal only]	



PREMIUM PRINT ADVERTISING POSITIONS

INSIDE FRONT COVER	\$5,000
PAGE ONE	\$5,000
BACK COVER	\$5,000
INSIDE BACK COVER	\$5,000
BACK COVER	\$5,000
DINING INTRO	\$3,500
BREWERY/DISTILLERY	\$2,800

All premium ads are full page [bleed or non-bleed]

PRINT ADVERTISING SPECIFICATIONS

AD SIZES:

[Full-page and half-page ads are available]

Full Page - non-bleed	6.375" x 8.375"
Full Page - bleed	7.5" x 9.5"
Half Page - Horizontal	4.75" x 3.75"

MECHANICAL REQUIREMENTS:

- Trim Size: 7" x 9"
- Safety margins: 1/4" inch from all trim edges
- Binding: Perfect Bound
- File Type: PDF/X1a

NEW File Submission: Please upload your print ad to <https://charlestoncvb.sendmyad.com>

QUESTIONS:

Jennifer Wilson
805.3005 | jwilson@explorecharleston.com

ONLINE ADVERTISING SPECIFICATIONS

AD SIZES:

- LEADERBOARD** - 720 pixels x 90 pixels
- DRIVER TILE** - 290 pixels x 230 pixels
- CADDIE BLOCK** - 180 pixels x 150 pixels

FILE SUBMISSION:

- Please send digital ads saved as JPEGs to Jennifer Wilson - jwilson@explorecharleston.com
- QUESTIONS:** Jennifer Wilson - jwilson@explorecharleston.com

Get into the game!

Take this opportunity to get your business in front of these influential buyers. Now is the time to get your share of the out-of-town golfer market.

For further details, please contact:

Andy Rankin, CGI Representative

843.805.3033

arankin@explorecharleston.com

Sandy Nivens, CGI Representative

843.958.3620

snivens@explorecharleston.com

Martha Bratton, CGI Representative

843.958.3622

mbratton@explorecharleston.com

For golf course, hotel listings and CGI membership inquiries, please contact:

Ike High, CGI Representative

843.805.3071

ihigh@explorecharleston.com

