



Where there's a hotel or resort, there's a golf enthusiast waiting to tee up. THN's golf programming is centered on improving a guest's game and getting them ready for the next round. From "ballflight control" to "bunker basics", PGA and LPGA pros bring guests the concise, memorable tips they are seeking. Plus, all instructional clips are professionally filmed at the finest courses in the country. THN's exclusive golf programming delivers scratch and duff golf enthusiasts to advertisers wanting to attract this valuable and influential audience.

THN GOLF

GOLF TIP EXAMPLES



SHOTMAKING Bunker Basics, Keeping Your Shots low



POWER LESSONS Explode Laterally, Open Up Your Drives



SHORT GAME BASICS Forward Shaft Lean, Be a Better Putter



DISTANCE & ACCURACY The Finish Drill, Your Go-To Fade



ALIGNMENT & STRATEGY Know the Basics

FREEVIEWS VIDEO-ON-DEMAND Become the exclusive sponsor of THN's "golf tips" — instructional full-length videos that reach 26 million guests per month. Sponsor assets include:

- Pre-Roll Ads
- Branded Menu Screens
- Promotional Elements: main menu rollover graphic/banner ads/ branded promotional units

CABLE NETWORK SUPERBLOCK Align your brand with THN SuperBlock "golf tip" vignettes across a block of 10 popular cable networks that reaches 8 million guests per month. Sponsor assets include:

- Opening and Closing Billboards
- :15 to :30 Commercial Adjacencies

THN DELIVERS GOLF ENTHUSIASTS		A25-54 THN Index
golfer profile	HHI: 200K+	257
	Plays golf 2+ times a week	239
	Plays golf while on a domestic vacation/honeymoon	231
	Plays golf while on a foreign vacation/honeymoon	341
	Member of a country club	277
	\$50+ Spent on golf balls in the last 12 months	303
	\$250+ Spent on golf clubs in the last 12 months	284

Source: MRI, Doublebase 2008; THN defined as adults who have stayed in Doubletree, Embassy Suites, Hilton, Hyatt, Marriott Hotels & Spas, Ritz Carlton, Sheraton, Westin, Wyndham 1+ times in the last 12 months.

All rights reserved. THN and the THN logo are trademarks of LodgeNet Interactive Corporation. Other trademarks are property of their respective owners. Copyright © 2009 LodgeNet Interactive Corporation.

