



*Free Golf Included*

## *GPS Advertising Opportunities*



*The Ole Miss Golf Course is owned and operated by  
The University of Mississippi - Landscape Services Department. Facilities  
are open to the general public, faculty/staff, students and alumni.*



*Our goal is to provide an exceptional golfing facility and  
experience for our customers in keeping with the appearance and  
culture adopted by The University of Mississippi.*

## *Facility*

- 18 hole golf course, driving range, short game facility and club house
- Owned and operated by University of Mississippi – Landscape Services Department
- Home to Men’s and Women’s Rebel Golf Teams
- 60 – Club Car electric golf carts with Visage GPS

## *Visage GPS - Advertising Overview*

- Visage GPS units are located in player view on each of our 60 electric golf carts.
- Ads are displayed in full color/10.4 screen
- Up to 15 minutes of ad exposure on each hole.
- Offers a unique advertising opportunity to a highly engaged and diverse audience.



## *Ad Visibility -Player Demographics*

- Over 20,000 rounds played annually
- Over 15,000 cart rounds annually
- Host to over 1000 charity/corporate tournament and outing rounds annually
- Over 30,000 unique website visitors annually
- 140 to 200 + Student members every semester (3 semesters annually)
- 170 + General Public, Alumni, Faculty/Staff, Senior, and Junior members (annual memberships)

# Available Ad Space, Specs, & Pricing

## Full Page Ads

- Full Page ads are displayed for 7 seconds before a “touch screen to return” message appears at the top of the screen
- Please consider location of vital information when creating artwork.
- File type: .JPG
- Resolution: 1024 pixels wide by 600 pixels tall
- File size should not exceed 200kb

**\*\*Full page ads (Green to tee or at the green) also include one insert ad (tee, green and fairway) on a designated hole (excluding par 3's).**

## Insert Ads

- Insert size ads display consistently for the entire location (Green, Tee, and/or Fairway).
- The ad may be located at the bottom right or left corner of the VDU, based on hole structure.
- File type: .JPG
- Resolution: 314 pixels wide by 141 pixels tall
- File size should not exceed 50kb



**\*\* Par 3's insert ads only.**

## Pricing

### Full page w/insert ad

(Par 4's & 5's – 7 spaces available)

✓ **Includes 2 student semester memberships or 1 annual cart fee.**

**Insert Ad (Par 3's only – 4 spots)**

### Price per month

**\$300**

(\$275/month for each additional)

**\$175**

(\$150/month for each additional)

- Purchase of additional ad space:
  - A maximum of 4 full page ads (2 per side – front and back) and or 2 insert ads (1 per side – front and back) may be purchased.
- All ads require a 12-month commitment and are billed monthly.
- Ad graphics must be provided to the course in requested format (listed above) at least 7 days prior to ad cycle. Ads may be changed up to 3 times per month.
- Ads must be approved by golf course mgmt. prior to display. (ex. Ads displaying the following will not be approved: Ole Miss merchandise sales, alcohol sales/specials, etc.)

## *Additional Recognition*

- Logo and business information listed on website – Corporate sponsorship page  
\*\*Over 30,000 unique website visitors annually
- Space provided inside the club house entrance for company brochure/flyer.

For more information, please contact Tate Anderson ([atanders@olemiss.edu](mailto:atanders@olemiss.edu)) or Matt Jennings ([matthew@olemiss.edu](mailto:matthew@olemiss.edu)) in the Pro Shop today!

