

Media Information Kit

WhereToPlayGolf

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**Nations Fastest
Expanding Radio Show**

**Featured and Authored in
over 200 National Print and
Online Magazines and
Articles**

**Michael Stewart
America's # 1 Golf
Course Writer**



**Tim Bona
Traveling
Correspondent**



Where To Play Golf

Radio, Web, TV, YouTube, Vimeo

**America's Weekend Listening
Treasure for the Past 10 Years.
Featuring Icons of Golf, Comedy,
Stage, Screen, Design, and other
assorted National Figures
TV and Radio Productions**



**Destination Travel Features
"ManCations" for Listeners
Featuring: Concerts, Scuba,
Fishing and Golf Trips by
design in over 25 different
locations**

**WTPG has been invited to co-host on Michigan radio the 2016
2016 Senior PGA Tournament**

Multi Media Distribution Like No Other

Led by a powerful heritage of talent and ownership, Global Eco Traveling, LLC has experts in TV, Radio, Web, and synergistic marketing backgrounds bringing a host of insight through multi-media presentations.

Radio - “WhereToPlayGolf”

Michael Stewart, America’s Number 1 Golf Course Writer, and **Tim Bona**, Traveling Correspondent, have enjoyed success on radio for over 10 years.

WhereToPlayGolf has featured some of the Golf’s World most iconic stars, entertainers, and corporate leaders like:

Gary Player, Member PGA Hall of Fame, **Nancy Lopez**, Member LPGA Hall of Fame, and **Annika Sorenstam**, Member LPGA Hall of Fame.

And other notable stars like Frank Nobilo...Golf Channel analyst,

George Lopez...comedian/TV star,

Tony Wallin...PGA Rules Official,

Roger Fredricks..Golf Swing Flexibility Guru,

Michael Anthony.... “Mental Keys to Improve Your Game”,

Tina Mickelson....LPGA Instructor & Phil’s sister,

Steve Bartkowski.....former Atlanta Falcons QB,

Stan Byrdy...author “The Augusta National Golf Club”,

Peter Johnke....trick shot artist,

Fred Showmaker....author “Extraordinary Putting”,

Michael Murphy....author “Golf in the Kingdom”,

Ty Votaw....LPGA Commissioner,

Susan Choi...Big Break Kaanapali,

Art Stricklin....golf writer/author,

Roy Clark....country singer, Art Selling...Long Drive Champion, Tom Dreeson ...Comedian, John Daly PGA

Nicole Kallis....The Tee Time Girl, Brian Pavlek...Long Drive Champion, Dan Boever...Long Drive Champion

Highlights

Executive producers **Jean Latham** and **Randy Weckerly** of Global Eco Traveling, LLC enriched its listeners experience by forming a media partnership with Where To Play Golf, whereby four shows reach a spread of young minded adults through 65+. WhereToPlayGolf brings a glowing demographic of financially mobile and agile thinking listeners.

Global Eco Traveling, LLC is the home of the following shows in addition to WTPG:

Global Eco Traveling - 30 minute weekly TV travel show featuring vacation destinations, travel experiences, farm to table dining, and authentic community experiences.

Global Eco Traveling - Epic Series - 60 minute quarterly TV travel and investigative show featuring history, cultural, and multiple community facts on locations through out the world.

WhereToPlayGolf-EcoStyle - 30 minute TV show with similar features as the radio show, but additional hosts from Global Eco Traveling, Jean Latham and Randy Weckerly

Global Eco Travel, LLC through its shows encourages people to explore authentic and sustainable destinations, while enriching their lives.

Never Think Small

October 15, 2015

Global Eco Traveling, LLC and WhereToPlayGolf are in active negotiations to expand to over 100 radio stations by the end of 2015 in many of the nation's largest markets. WhereToPlayGolf is celebrating its eleventh year in radio broadcast. Originating from Kenosha, WI; Nashville, TN; Myrtle Beach, SC; and Albuquerque, NM- WTPG is now expanding on a pace to become the leading Golf Entertainment and Travel Show in radio.

2016 Calendar for Shows and ManCations

ManCations are Destination Travel Trips sponsored and produced for our Radio stations to sponsor for their listener's pleasure. ManCations will feature destination packages featuring activities, destinations, concerts, fishing trips, golf trips, cruises, distillery trips, photo expeditions, and virtually any activity one can think of for fun. Spouses and significant others are also included on many trips due to the culture, time of year, scenery, and authentic travel. Global Eco Traveling, LLC has partnered with GolfPacTravel, LLC of Florida, OurCuba.com of Cuba and a large venue & concert company to assist in facilitating many of these ventures. The ManCation concept will be further expanded to include GirlGetaways, Couple Trips, and Solo destinations.

Month	WhereToPlayGolf	WhereToPlayGolf Eco Style	Global Eco Traveling
January 3 Florida Cities	Florida	Same	Costa Rica
February Scottsdale	Arizona	Same	Cuba
March Golden Isle	SE Georgia	Same	Same
April Masters - Charleston	Masters - South Carolina	Same	Same
May The Greenbrier	West Virginia	Same	New England
June Peppermille	Lake Tahoe	Same	Same plus Seattle
July Lower Michigan	Michigan	Same	Same plus Wisconsin
August Scotland	England	Same	Same plus Europe
September Napa	California	Same	Same
October Puerto Rico Costo Rica	Puerto Rico	Same	Same
November Kauai - Big Island	Hawaii	Same	Same
Decembers	TBA		

Predictable Survey of Radio Markets 1-1-16	Audience (000)	Comp %		
WhereToPlayGolf	WTPG	%	GlobalEcoTra	%
Listeners				
Total Affluent Adults	3,786	100	9,727	100
Men	3,546	93.7	5,004	51.4
Women	238	6.3	4,723	48.6
Family				
Married		48.8		53.6
Single		51.2		46.4
Children		41.9		38.8
Age				
Median Age 53.1: Average Age 52				
18-34	1,609	41.4		7.4
35-44	401	10.6		14.5
45-54	401	10.6		10.3
55-65+	1415	37.4		67.8
Household Income				
Median HHI	\$93456			\$116,870
Average HHI	\$87786			\$109,777

Amazing Recipe' for Success

Travel, Golf and Eco Mindedness

Global Eco Traveling, LLC and **WhereToPlayGolf** business plan offers what advertisers seek: A demographic enhancing world travel, forward thinking, affluence, mobility, and eco-minded sensitivities, reaching the nation's most sought after consumers.

Highlights-Audience

Committed to Excellence

- **Where To Play Golf** radio and TV shows are weekly, humorous, engaging, and have been seasoned with over 25 years of broadcast experience. WTPG engages icons of golf, stage, travel, politics, and national interests. Host Michael Stewart, America's Number 1 Golf Course writer and Tim Bona, Traveling Correspondent are driven by a popularity in radio throughout the golf and media sports world. Michael and Tim have played golf at an exceptionally high level, with tournament prowess in their backgrounds. WTPG broadcasts are meaningful in that they assist Global Eco Traveling productions in enhancing awareness of the ever changing climate of eco-mindedness of golf courses and water conservation landscape.
- **Global Eco Traveling & Where To Play Golf Eco Style** have authored over 200 print features in print and online publications. Luxury Travel Magazine Fall of 2015 issue features "The Breakers Resort" written by Tim Bona pertaining to the Eco-Minded features of their five star destination.
- **Global Awareness** through destination travel locations featured on five continents. Australia, Europe, South America and North America round out the five continents. In Africa, multiple Four Seasons Resort have now been added to the lineup. Hilton properties on Hawaii and the mainland are featured from the Palmer House in Chicago to the Grand Wailea on Maui. Global Eco Traveling and WhereToPlayGolf have current invitations at the highest levels to Thailand, Indonesia, Australia, Costa Rica, Belize and European destinations.
- **Television, Cable and DISH** are currently being added to our media network for all shows with active negotiations currently unfolding on a national and international level combined with current Vimeo and YouTube Global Eco Traveling Channels.

Influential Consumers

- 66% of all travelers if given a choice select Eco Minded Vacations and Travel (Orbitz Survey 2014)
- 82% of all adults consider themselves Eco Minded (Conde Naste 2014)
- Travel is the number one creator of business minded expansion in the World Economy.
- Golf and Travel demographics deliver audiences that advertisers seek.
- Statistics support women make most travel decisions. Women consider important factors such as families travel plans, EcoMindedness, Farm to Table Dining, Destination Activities and Cultural Experiences that create long lasting memories, all features found during the WTPG and Global Eco Traveling shows.

WTPG is supported by the productions and vibrancy of Global Eco Traveling, LLC which is currently shooting pilots on for distribution on multiple cable, DISH, VOD, Verizon, Att-Uverse, and rebroadcasts which are supported with active social media, Vimeo, YouTube, Google+, Instagram, Facebook, and Twitter. Combined total Universe of all broadcasts have predictable delivery of 70 million households 2Q/16.

Where To Play Golf Network

2015 has provided an amazing national growth for WTPG across North America on multiple networks and independent stations and continues exponential growth in stations and advertisers on a weekly basis. Adding 5-10 stations per week indicates Michael Stewart's and Tim Bona's vibrant personalities are highly sought after commodities for both stations and advertisers.

List of Current Stations either on air or in contracting phase for WTPG Radio Broadcasts:

Michael Stewart and Tim Bona are lighting up the nation with their vibrant, funny, off the beaten path Golf Show.

Location	Call Letters	Reach-Population	Market
California- Los Angeles	KCAA 1050 AM 106.3 FM 106.5 FM	15,000,00	Direct Markets - LA, Ocean Side, Oxnard, Palm Springs, Riverside, Long Beach
Florida Melbourne	WMMB-IHeart 1240 AM Melbourne WMMV 1350 AM Cocoa, Fl	IHeart National Reach 245+Million 70 Million Registered Users 90 Million Unique Monthly Visitors	Direct Market - Melbourne and Cocoa, Florida
Florida Palm Beach	WJNO 1290 AM WBZT 1230 AM WIOD 610 AM	Direct Market 1,500,000 IHeart National Reach See Above	Direct Market - West Palm Beach, Florida
New York New York Metro New Rochelle	WVOX 1460 AM WWIP 93.5 FM	Direct Market 2,000,000	Westchester, New York Metro Area, New Rochelle

Location	Call Letters	Reach-Population	Market
Pennsylvania Pittsburg	KDKA The Fan 93.7FM	CBS Station 2,000,000	Pittsburgh Metro
Ohio Cleveland	WKNR AM 850 KNRZ 1540AM	ESPN Radio 1,000,000	Cleveland Metro
Oregon Portland	KXTG 750 AM 102.9 FM	Sports Talk Radio	Portland and Salem Oregon Area
Michigan Marquette	WMQT 107 FM WZAM AM	Greater Marquette and Upper Michigan	Iron River, Escanaba, Houghton, Marquette
Arkansas Little Rock	KARN FM 102.9 FM	Cumulus Radio Station	Owning Over 50 Stations in the Arkansas Area
Michigan Detroit	WRIF 105.1 FM	Great Detroit Area, Greater Media Inc.	Detroit Powered by ESPN
Massachusetts Boston	WEZE 590 AM	Greater Boston Salem Communications Channel	Boston, and IHeart Radio Station (see above)
New Hampshire	WTSN 1270 AM	Dover Metro Area ABC News, CBS Sports, Westwood One,	Dover, NH, Seacoast Region Yankees Baseball
Michigan Benton Harbor	WSJM 1400 AM	South West Michigan Benton Harbor Senior PGA Broadcast with WhereToPlayGolf Staff on hand in 2016	Benton Harbor, Northern Indiana, St. Joseph, MI MidWest Family Broadcast Group.
Ohio Massillon	WTIG 990 AM	Massillon Ohio market, ESPN Branded Station	Massillon Area Bengals Radio Reds baseball

Location	Call Letters	Reach-Population	Market
Colorado Grand Junction	105.7 FM ESPN 98.9 FM ESPN 690 AM ESPN 1450 AM ESPN 97.5 FM	Western Slope of Glenwood Springs, 12 Counties	Grand Junction, Aspen, Gunnison, Montrose, Glenwood Springs
Washington	Multiple Stations KELA 1470 AM	Bicoastal Media Multiple media stations stretching up and down	Centralia, Longview
Florida West Palm	ESPN working with Cleveland Radio	National Presence, Multiple Stations	Good Karma Radio
Wisconsin Madison	ESPN working with Cleveland, West Palm, and Milwaukee	National Presence	Good Karma Radio
Wisconsin Milwaukee	ESPN Radio Network Working with West Palm, Madison, Cleveland	National Presence	Good Karma Radio
Oregon Columbia River Albany Eugene Coos Bay	Various	Columbia River, Albany, Eugene, Coos Bay	Varied Markets from Talk Radio, Sports, Hot AC, Real Country Classic
California- Crescent City	KPOD AM	Sports Radio	Crescent City, Eureka, Ukiah/Lakeport
Washington	KPQ 560 AM	Cherry Creek Radio product of over 43 Stations	Stations located in MT, CO, UT, AZ, TX, WA
Kansas Wichita	KNSS 1330 AM	Entercom Station Affiliate, 118 Stations 19 States	An Entercom Station which has over 120 Stations GA, TX, MA, NY, CO, FL, NC, SC, IN, MO, CA, WI, TN, FL, VA, OR, CA, KS, PA

Location	Call Letters	Reach-Population	Market
Florida Orlando	Cox Media Group WDBO AM 580 Am	2,935 , 125 In Orlando DMA	Cox Media Group Reaches over 80% of population in Orlando. Also located in GA, TX, MA, NC, NY, TN, OH, PA, OK,
Wisconsin Kenosha	WLIP 1050 AM	Kenosha, Chicago, Milwaukee	Alpha Media Group, Expanding Stations across the USA, 50 +

Ad Deck

Global Eco Traveling, LLC Marketing Initiatives

Global Eco Traveling is the preeminent voice for the insatiable eco minded traveler, serving up expert intelligence and the most immersive, inspiring travel lifestyle content anywhere.

We are the leader in eco experiential travel, inspiring, guiding, and connecting travelers to have deeper, richer, and more personal experiences.

We capture the pure joy of discovering the pleasures the world has to offer—from art and culture, to shopping and local products, to farm to table dining from an eco and authentic perspective.

Global Eco Traveling inspires travelers to immerse themselves in eco and authentic experiences that create deep connections between the traveler, place, and local culture.

Global Eco Traveling attracts highly engaged travelers who have both the desire to experience travel from an eco perspective.

As the authority on eco travel, Global Eco Traveling delivers the experience and attracts consumers who add the most value to major marketers across a wide array of categories.

Global Eco Traveling is the gateway to access this powerful new consumer – the eco traveler.

Global Eco Traveling is their voice and guide to the ultimate eco experience.

Jean Latham & Randy Weckerly

Founders, Global Eco Traveling

Marketing Platforms

Show Production

Your business becomes part of our Global Eco Traveling & Where To Play Golf Eco Style productions.

Social Media

Sponsorship opportunities for #FB, Instagram, #Twitter, You Tube, Vimeo, Vlog & Podcast.

Social Media promotion marketing blasts

Radio Broadcast

Marketing opportunities on Where To Play Golf Radio Show in 200+ projected listening markets nationally

Banners

Banners placed on Global Eco Traveling, Where To Play Golf Eco Style and Travel Venturer Vlog websites

Custom Magazines & Print Media

Creation of a custom digital and/or print magazine totally devoted to the destination or the hotel/resort brand in 200+ publications such as Golf Digest, Luxury Travel, Golf Magazine, Business Traveler, Luxury Homes

Sponsored Posts & Blogs

Written by your team or ours and posted on appropriate Global Eco Traveling websites and social media.

Vlog

Be part of our Vlog through short travel videos we produce and air on our You Tube Channel.

Short Video Productions (1-2 minutes)

Original professional video shorts for brands and destinations to be used on websites and social media with TV hosts Randy Weckerly, Jean Latham, Michael Stewart and Tim Bona

Events

Virtual and physical, national and international event hosting.

Destination Trips

Assist, plan, organize and execute mancations, girl getaways, golf adventure, luxury and wellness trips - 8-12 trips per year with our Where To Play Golf hosts.

Place your locations destination trip on our website

Contests and Giveaways

Promote your product, service or destinations via our websites, radio show and social media through contests conducted several times per year

Branding & Consulting

Leverage our years of experience and capitalize your business on this lucrative market by branding your company on a national and international platform. Learn how to position your destination or resort to focus on tapping the eco tourism market

Speaking

The founders of Global Eco Traveling are well-versed speakers who can talk on the topics of eco and authentic travel, leveraging the eco travel market, capitalizing on the eco media landscape.

Sell Your Eco or Locally Made Product Online With Us

Coming Soon - Sell your eco friendly products on our website Product Placement Online in our Shop section of our website

Give Back To Your Community OR Cause

1% of your product sales from our site are returned to your community organization of your choice.

Certification

Global Eco Traveling Certification identifies for the consumer that your business has eco minded practices in place.

B2B Cross Pollination

Cross Pollination Between Certified Businesses -

Creating and co-marketing B2B Opportunities with like minded business.

To Learn More details or for specific inquiries on our Marketing Opportunities email us at randy@globalecotraveling.com

Major Sponsorships

Become Part of the Global Eco Traveling Team and Marketing Initiative.

Global Eco Traveling offers Major sponsorship opportunities in all media marketing platforms.

To learn more and for inquiries please contact: info@globalecotraveling.com

Media Packages

All Website ads and banners prices reflect 3 positions (top, middle or bottom footer) page location on either Home Or Interior Main Page(s). Price range with each package reflects page position.

Package #1

- \$250-\$500 per month
- Global Eco Traveling Certification
- Website Link on Global Eco Traveling Website & Where To Play Golf
- Banner Ad on 1 interior website page top for 30 days

Package #2

- \$500-\$750 per month
- Global Eco Traveling Certification
- Website Link on Global Eco Traveling Website & Where To Play Golf
- Business write up (100 words provided by client) with link to your website
- Ad on blog home page
- Banner Ad on 2 main navigation/portal pages (Such as Vlog or Show Page)
- Ad on 3 interior pages
- 2 weeks social media blast -Select One (1)

Package #3

- \$750-\$1000 per month
- Global Eco Traveling Certification
- Website link on Global Eco Traveling website & WhereTo Play Golf
- Business write up (100 words provided by client) with link to your website
- Ad on Global Eco Traveling home page- 2 weeks
- Ad on Travel Venturer Vlog home page - 2 weeks
- Ad on 4 main navigation 2 interior pages - 2 weeks
- 2 weeks social media coverage-Select Two (2)

Package #4

- \$1,000-\$1500 per month
- Global Eco Traveling Certification
- Website link on Global Eco Traveling website & WhereTo Play Golf
- Business write up (100 words provided by client) with link to your website
- Ad on Global Eco Traveling home page- 3 weeks
- Ad on Travel Venturer Vlog home page - 3 weeks
- Ad on 5 main pages & 3 interior pages - 3 weeks
- 2 week 15 second ad-run on Where to Play Golf Radio Show or embedded commercial on Global Eco Traveling Show Production
- Top Billed listing on Show Page on Global Eco Traveling site
- 2 weeks social media coverage- Select 3

Package #5

- \$2,000-\$2500 per month
- Global Eco Traveling Certification
- Website link on Global Eco Traveling website & WhereTo Play Golf
- Business write up (100 words provided by client) with link to your website
- Ad on Global Eco Traveling Home page
- Ad on Travel Venturer Vlog Home page
- Ad on 6 main pages
- Ad on 6 interior pages

- Additionally Top-billed listing on Travel Pick Landing Page as Feature Destination
- Approximate 1.30 minute video production posted on Show Page on Global EcoTraveling site and Travel Venturer site for 30 days
- Editorial magazine mention (such as Luxury Travel/1 time) and social media coverage -Select 1 magazine and 3 social media

Package #6

- \$2,500 + per month
- Global Eco Traveling Certification
- Website link on Global Eco Traveling website & WhereTo Play Golf
- Business write up (100 words provided by client) with link to your website
- Ad on 6 main and interior pages (you select pages) on Global Eco Traveling and Where To Play Golf websites
- Ad on Global Eco Traveling Home page
- Ad on Travel Venturer Vlog Home page
- Additionally Top Billed listing on Travel Pick Landing Page
- Approximate 1.30-3 minute video production posted on Show Page on Global EcoTraveling site and Travel Venturer site for 30 days
- Editorial magazine feature (such as Luxury Travel/ 1 time and social media coverage -Select 4
- Option to be part of an upcoming 30 minute Global Eco Traveling Show

Discounts rates are offered for orders of six months or more.

All packages must be paid half in advance prior to services beginning with remainder of the balance due net 10 days from start date .

To appear in both English AND Spanish, add 25 percent.

For a specific quote or if you don't see the package size for your specific eco travel ad budget below contact randy@globalecotraveling.com

Discounts rates are offered for orders of six months or more.

“Global Eco Traveling uses a multi-pronged marketing approach to place your business on a local, regional, national and international stage.”

Expand Your Business With On Us On a Global Level