



ELEVATE YOUR GAME

2019 MEDIA GUIDE

412-881-8500 • PLAYCOOLSPRINGS.COM



ABOUT US



Founded in 1977 and renovated in 2015, Cool Springs has been the ultimate destination for families, athletes and businesses for over forty years. Designed for people of all skills and interests, our diverse offering includes an award-winning driving range and miniature golf course, FIFA regulation size indoor turf field, hardwood courts, Pro Shop, co-working space and banquet hall.

With more than 169,000 square feet under one roof, the Allegheny Health Network Sports Complex has the unique capacity to simultaneously host clubs, leagues, tournaments and championship events throughout every season. The driving range at Cool Springs has won numerous awards for its TopTracer technology, comfortable and luxurious amenities and beautifully landscaped hillside. Our campus proudly sprawls over 55 acres and includes two restaurants, six retail shops, one senior living center and much more.

Every year we see over 1 million visitors on our campus and over 100K visitors online at PlayCoolSprings.com. We provide a resource to people in the South Hills region looking to stay active, create memories with their loved ones and find a quiet place to work and take in a bite. Built and renovated with the community in mind, Cool Springs proudly supports happy and healthy families in the Pittsburgh region through an unparalleled service from dedicated and caring staff for whatever your personal or professional needs.

*Sincerely,
Jeff Esswein
Vice President of Sports & Recreation*



CAMPUS HIGHLIGHTS

- State-of-the-art, 169,000 square foot facility
- Regulation, fully-turfed, multipurpose field featuring youth & adult leagues in addition to rentals
- Fitness Center with an array of cardio & strength equipment, group exercise classes and a KidKare area
- Home to a range of AHN orthopedic practices, sports medicine care, rehabilitation and athletic training
- A haven for intense competitors and families looking for active amusement
- Access to professional, youth and developmental team programs
- High traffic, conveniently located in Bethel Park
- Open year round

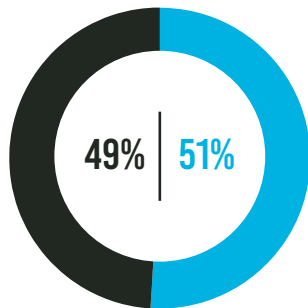




  = 20,000 PEOPLE

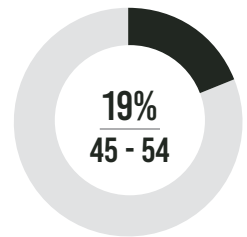
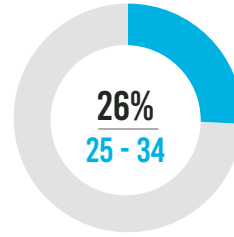
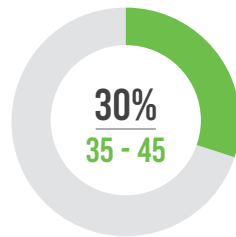
NEARLY
1 MILLION
VISITORS ANNUALLY

CUSTOMER PROFILE



 FEMALE
 MALE

AGE RANGE



TOP INTERESTS

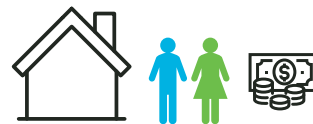
 SPORTS & FITNESS

 HOME & GARDEN

 FOOD & DINING

 NEWS & POLITICS

 TRAVEL

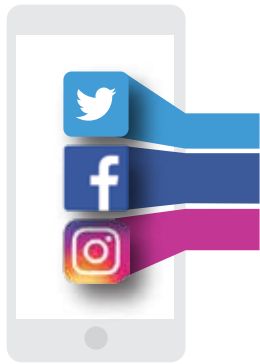


MEDIAN HOUSEHOLD INCOME OF \$70,000
DESIRABLE SPORTING FAMILIES WITH
DISPOSABLE INCOMES

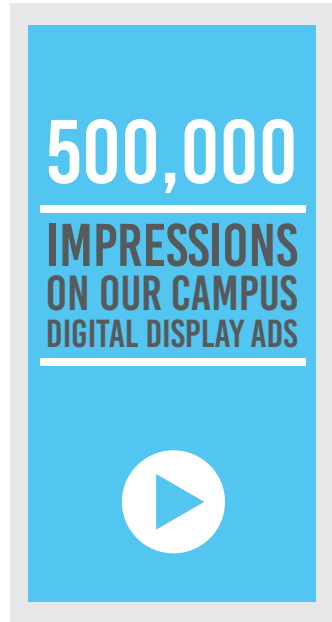




DIGITAL BRAND REACH



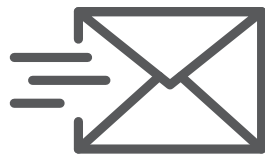
10,000
SOCIAL MEDIA
FOLLOWERS



500,000
IMPRESSIONS
ON OUR CAMPUS
DIGITAL DISPLAY ADS



30,000+
VISITORS EVERY MONTH



NEWSLETTER READERSHIP

NEARLY **20,000**

32% OPEN RATE
8% CLICK RATE

INDUSTRY AVERAGE 20%

INDUSTRY AVERAGE 3%



Pittsburgh	40%
Bethel Park	22%
Mt. Lebanon	18%
Baldwin	5%
South Park Township	5%
Canonsburg	2.5%
Brentwood	2.5%



COMMUNITY CONNECTION



For over 40 years Cool Springs has proudly served families in the Pittsburgh area through sports and recreation. We have provided a place for memories over birthday cakes and championship games, over drinks with pals and first dates and anniversaries. That's why Cool Springs is proud to open its doors and share those moments with non-profits who are working hard to create great memories for others. Cool Springs brings thousands of people together every year to celebrate our differences and contribute to the greater good.

Our fans share our passion and dedication to serving others, which is why they choose Cool Springs as their preferred venue. If you or someone you know is looking for the right place to host your next event, please contact us today!





EDITORIAL CALENDAR

2019

JANUARY

Montly Newsletter: Winter II Sports League Season Announcements

Special Publications:
Special Events at CS

Close: 12/15 Copy/Art: 12/21 In-Hand: 1/9

FEBRUARY

Montly Newsletter: Winter II Tournaments & Spring Leagues

Special Publications:
Heart Health Month

Close: 1/26 Copy/Art: 1/31 In-Hand: 2/13

MARCH

Montly Newsletter: Birthday Parties & Special Events

Special Publications:
Steeltown Smash – Volleyball Clinics

Close: 12/15 Copy/Art: 2/21 In-Hand: 3/13

APRIL

Montly Newsletter: Summer Announcements (Summer Camp & Events)

Special Publications:
Special Golf Edition

Close: 3/22 Copy/Art: 3/28 In-Hand: 4/10

MAY

Montly Newsletter: Summer Leagues & Special Events

Special Publications:
Neighborhood News & Special Golf Edition

Close: 4/26 Copy/Art: 5/1 In-Hand: 5/8

JUNE

Montly Newsletter: Summer Events & Fall Leagues

Special Publications:
Special Golf Edition

Close: 5/31 Copy/Art: 6/5 In-Hand: 6/12

JULY

Montly Newsletter: Community Day Announcement & Fall Leagues

Special Publications: Neighborhood News & Back-to-School Edition

Close: 6/28 Copy/Art: 7/3 In-Hand: 7/10

AUGUST

Montly Newsletter: Tournaments & Special Events

Special Publications:
Co-working & Team Building

Close: 7/26 Copy/Art: 8/7 In-Hand: 8/14

SEPTEMBER

Montly Newsletter: Summer Events & Fall Leagues

Special Publications:
Demo Days at Cool Springs

Close: 8/30 Copy/Art: 9/4 In-Hand: 9/11

OCTOBER

Montly Newsletter: Spooky Springs

Special Publications:
Special Events & Holiday News

Close: 9/28 Copy/Art: 10/3 In-Hand: 10/9

NOVEMBER

Montly Newsletter: Winter Camps & Clinics

Special Publications:
Neighborhood News & Special Tournaments

Close: 10/26 Copy/Art: 11/6 In-Hand: 11/13

DECEMBER

Montly Newsletter: Winter II Leagues Announcements

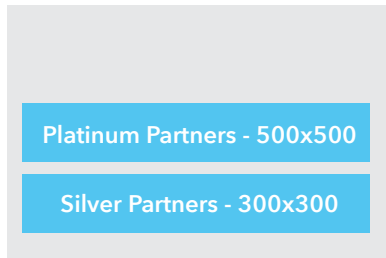
Special Publications:
Holiday Gift Cards & Events

Close: 11/31 Copy/Art: 12/4 In-Hand: 12/11



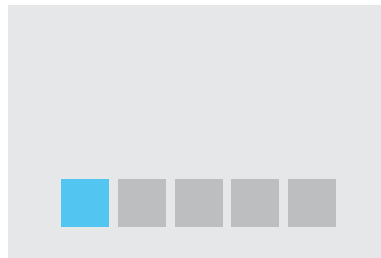
DIGITAL ADVERTISING SPEC & RATES

LOGO FEATURE ON PARTNERS PAGE



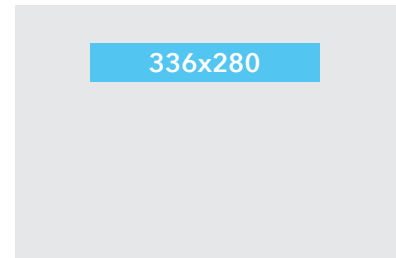
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LOGO FEATURE ON HOME PAGE



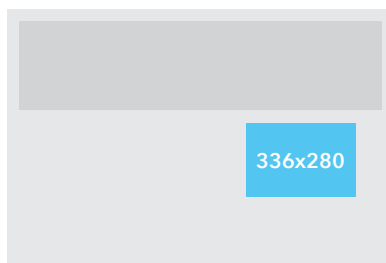
Graphic Size (Min.): 500x500

HOME PAGE BANNER AD



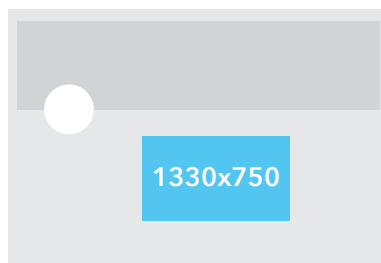
Graphic Size: 728x90

SPECIFIC PAGE SIDERAIL AD



Graphic Size (Min.): 336x280

SOCIAL MEDIA POST



Twitter Size: 1330x750
Facebook Size: 1200x627
Facebook Square: 1200x1200
Instagram Size: 1224x1224

KEY INFO:

Dimensions listed are width x height.

All Images must be jpg or png formats.

Logos should be sent in vector formats, preferably eps.

All digital files should be RGB.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

Sizing must meet these restrictions or else they will not be used.

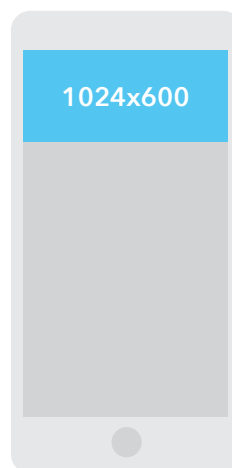
For exceptions please contact the marketing team directly.

DIGITAL DISPLAY BOARD AD



Graphic Size: 1080x1920

MONTHLY NEWSLETTER



Graphic Size: 1024x600
Can be shorter*



PRINT ADVERTISING SPEC & RATES

PRIMARY FIELD BANNER



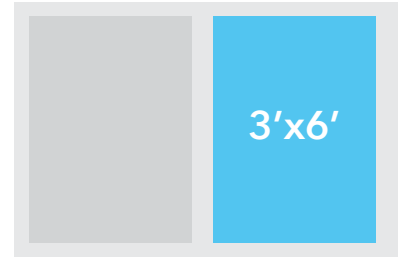
Graphic Size (Min.): 500x500

SECONDARY FIELD BANNER



Graphic Size (Min.): 500x500

FIELD-FACING DIVIDER LOGO



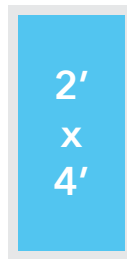
Graphic Size: 728x90

COURT BANNER



Graphic Size (Min.): 336x280

LIGHT POST BANNER



Twitter Size: 1330x750

MONUMENT RETAIL CAMPUS SIGN



Twitter Size: 1330x750

BRANDED GOLF RANGE DIVIDERS



Graphic Size: 1080x1920

BRANDED MINI GOLF HOLE PACKAGE



Graphic Size: 1024x800
Can be shorter*

KEY INFO:

Dimensions listed are width x height.

Please submit artwork in pdf format with embedded fonts.

Logos should be sent in vector formats, preferably eps.

All files should be CMYK.

Please keep images as clear as possible, preferably 300dpi at minimum 72dpi.

For exceptions please contact the marketing team directly.



PRINT

ITEM	PRICE PER YEAR	DIMENSIONS
RANGE BAY DIVIDER (4)	\$12,000	4' WIDE X 2' HIGH
RANGE BALLS (50,000)	\$35,000	.75" W X .5" H
MINI GOLF SPONSOR (4)	\$14,000	7" W X 4" H
LIGHTPOST BANNERS (4)	\$20,000	2' W X 4' H
FIELD BANNER (1)	\$16,000	16' W X 10' H
SECONDARY FIELD BANNER (1)	\$7,000	4' W X 10' H
COURT BANNER (1)	\$14,000	16' W X 10' H
SECONDARY COURT BANNER (1)	\$7,000	4' W X 10' H
SOCCER FIELD DIVIDER (1)	\$7,000	4' W X 3' H
VOLLEYBALL/PICKLEBALL NET SPONSOR (4)	\$20,000	4' DIAMETER

**Price shown is per year with two year minimum.*

DIGITAL

ITEM	PRICE PER MONTH	DIMENSIONS
MONTHLY NEWSLETTER (3 MOS MIN)	\$2,400	1024 PX W X 500 PX H
SPECIAL EDITION MONTHLY (3 MOS MIN)	\$1,500	1024 PX W X 500 PX H
HOMEPAGE & CATEGORY BANNER - YOUTH (3 MOS MIN)	\$6,000	336 PX W X 280 PX H
HOMEPAGE & CATEGORY BANNER - GOLF (3 MOS MIN)	\$4,500	336 PX W X 280 PX H
HOMEPAGE & CATEGORY BANNER - ADULT (3 MOS MIN)	\$2,250	336 PX W X 280 PX H
PARTNERS PAGE - BANNER/COUPON AD (3 MOS MIN)	\$4,500	900 PX W X 900 PX H
VERTICAL DISPLAY BOARD (3 MOS MIN)	\$750	1080 PX W X 1980 PX H
ORGANIC POSTS (2) (1 MOS MIN)	\$750	1330 PX W X 750 PX H
SPONSORED CONTENT (1 MOS MIN)	\$1,500	1330 PX W X 750 PX H

**Price shown is per month with three month minimum commitment. After three month agreement the terms will go month to month. Termination with 30 days written notice.*

EVENT

Interested in hosting a special event at Cool Springs? Contact us today to learn more!"

ITEM	TOTAL COST	DIMENSIONS
LEAGUE SPONSOR - YOUTH	\$12,000 (1 SEASON)	BACK - CENTER 8" W X 4" H
LEAGUE SPONSOR - ADULT	\$18,000 (1 SEASON)	BACK - CENTER 12" W X 6" H
VIRTUAL LEAGUE SPONSOR	\$500 (1 SEASON)	TABLE TENTS & MENUS
DEMO DAY SPONSOR	\$35,000 (1 YEAR)	EVENT TABLE, TABLE TENTS





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