

## NEWSPAPER

### CONTRA COSTA TIMES, EAST VALLEY TIMES, WEST VALLEY TIMES & VALLEY TIMES

- 18 ads ran in three weeks leading up to the event

### OAKLAND TRIBUNE, THE ARGUS & DAILY REVIEW

- 16 ads ran in the three weeks leading up to the event

### SAN JOSE MERCURY NEWS

- 12 ads ran in the three weeks leading up to the event

### TRI-VALLEY HERALD

- 16 ads ran in the three weeks leading up to the event

## RADIO & TELEVISION ADVERTISING

### KTRB AM 860

- 30, 60-second spots for two weeks prior to show
- Logo, link and show description on station homepage
- Online ticket promotion and golf product contest

### KSFO AM 560

- 40, 30 second spots for two weeks prior to the show
- Logo, link & show description on station homepage
- Online ticket promotion and golf product contest

### COMCAST

- 700,000 households (90 percent of all cable house-holds in the Bay Area)
- 350, 30-second spots on Golf Channel, ESPN, ESPN2, CNN, Fox Sports and 10 other networks for three weeks prior to show

## MAGAZINE

### GOLF TODAY MAGAZINE

- Full-page ad in Sept. & Oct. issue

### ACES

- Full-page ad - Sept.

### NORCAL GOLF GUIDE

- Half-page ad in Sept. issue

### SPORT STARS

- Quarter-Page - Aug. 12 & Oct. 14
- Half-Page - Aug. 26
- Full-page - Sept. 9 & Sept. 26

## PLUS

**DIRECT MAIL** — Over 4,000 names in Golf Show database

**E-MAIL BLASTS** — 12 partners sent out e-mail blasts to their members including Golfnow.com's 40,000 members

**COUPON DISTRIBUTION** — To over 40 area courses, ranges, retail and golf shops

**POSTER DISTRIBUTION** — To over 40 area courses and Golf Mart Locations

**PRESS RELEASES** — Sent weekly to all area sports and golf writers and broadcasters



**BAYAREA  
GOLF  
SHOW**

OCT. 15<sup>TH</sup>-17<sup>TH</sup> • FRI. 11-5 • SAT. 9-5 • SUN. 9-4  
ALAMEDA COUNTY FAIRGROUNDS

AAA  
Show Your Card And Save  
\$3 OFF ENTRY

**GET GREAT DEALS!**  
at the **\$1,000,000** Inventory Blowout Sale!

- Try The Hottest Equipment
- Meet Manufacturers Reps
- Get Great Instruction
- Win Prizes

**THE GOLF MART**

ENTER-TO  
WIN A TRIP  
TO MAUI!

AT  
**Firestone**  
COMPLETE AUTO CARE

COURTESY OF  
**THE WESTIN**  
MAUI  
RESORT & SPA  
KAANAPALI

**Kaunapali**  
MAUI

FOR MORE INFORMATION  
**BAYAREAGOLFSHOW.COM**

PRESENTING SPONSORS  
AAA  
Firestone  
COMPLETE AUTO CARE  
THE TIMES

SUPPORTING SPONSORS  
GOLF CHANNEL  
ESPN  
ESPN2  
CNN  
FOX SPORTS