

NEWSPAPER

SAN JOSE MERCURY NEWS (CIRC. 240,000)

- 17 ads over three weeks in Sports and A sections
- 2 business section ad insertions
- Special entertainment section ad the week of the show

SAN MATEO COUNTY TIMES (CIRC. 35,000)

- 10 ads over 18 days leading up to an including show dates

TRI-VALLEY HERALD (CIRC. 41,000)

- 6 insertions over two weeks prior to the show

THE OAKLAND TRIBUNE (CIRC. 48,000)

- 6 insertions over two weeks prior to the show

THE DAILY REVIEW (CIRC. 31,000)

- 6 ads over two weeks prior to the show

THE ARGUS (CIRC. 27,000)

- 6 insertions over two weeks prior to the show

ALAMEDA TIMES

- 6 insertions over two weeks prior to the show

SAN FRANCISCO CHRONICLE (CIRC. 280,000)

- 3 ads the week leading up to the show

KOREAN DAILY

- 3 ads leading up to the show

CHINESE DAILY

- 3 ads leading up to the show

RADIO & TELEVISION ADVERTISING

HOT TALK KSFO 650

- 35, 30-second spots in the two weeks prior to the Show
- Live giveaway during the Morning Show week of Show

KGO

- 50, 30-second spots in the two weeks prior to the Show
- Daily giveaways the week of the show

KCBS

- 20, 30-second spots in the ten days leading up to the Show

KMBR SPORTS 680 & 1050

- No. 1 rated-station in the Bay Area with men 25-55
- 60, 30-second spots in the two weeks prior to the Show

COMCAST

- 700,000 households (90% of all cable households) in the Bay Area
- 150, 30-second spots for three weeks prior to the show on
 - ESPN • Golf Channel
 - CNN • MSNBC • FOX

CBS, NBC & ABC AFFILIATES

- 40, 30-second spots leading up to the event on morning and evening news
- 8 spots during PGA Tour Broadcasts in two weeks leading up to the Show

MAGAZINE

GOLF TODAY MAGAZINE

- Half-page ad in January issue
- Full-page ad in February issue

ACES

- Full-page ad in February Issue

2FOR1 GOLF

- Ad in 2011 issue

PLUS

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

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

E-MAIL BLASTS — Multiple e-mail blasts to GolfNow.Com, The Golf Mart, NCGA and Golf Show databases. A dozen area golf courses and driving ranges also sent out e-mail blasts to their members.



BAY AREA GOLF SHOW
MARCH 11TH - 13TH
SANTA CLARA CONVENTION CENTER
FRI 11-5 • SAT 9-5 • SUN 9-4

- See The Hottest Golf Equipment
- Meet The Manufacturers Reps
- Get Tips from Top Area Instructors

Receive a **Round of Golf to Spring Valley** (\$1,000 per day)

GET GREAT DEALS!
at the Golf Mart Blowout Sale!

FOR MORE INFORMATION:
BAYAREAGOLFSHOW.COM

PRESENTED BY:
Firestone COMPLETE AUTO CARE • The Mercury News • Stevens Geek Toyota