

# MEDIA & MARKETING

## Sample of our \$150,000 Media Campaign

### Newspaper

#### NEWSPAPER CAMPAIGN

28 ads over 18 days (4 different display ads in campaign)

#### COMMUNITY PAPERS

10 ads in the two weeks leading up to the Show



### Radio & Television Advertising

#### SPORTS RADIO STATION

- 70 spots over two weeks prior to the show
- On-air and online ticket giveaways

#### NEWS TALK RADIO STATION

- 70 spots over two weeks prior to the show
- On-air and online ticket giveaways

#### MUSIC FORMAT STATIONS

- 30 spots over two weeks prior to the show
- On-air and online ticket giveaways

100 spots 3 weeks out on ESPN, Golf Channel, PGA tour Broadcasts, FOX

#### NBC

- 15 ads on evening news and late night talk shows all week leading up to the show

#### NBC Primetime

- 30-second ad during "The Office" week of the show

#### LOCAL AFFILIATES

- 10 ads week of the show on evening news

### Internet

**E-mail Blasts** to members of over a dozen area courses and partners

**Web Ads On:** New sites, partner sites and more

**Social Marketing Exposure:** on Facebook and Twitter

### Plus

#### Direct Mail

- Full color direct mail piece sent to over 3,000 Golf Show attendees' homes

#### Press Releases

- Sent weekly to all area sports and golf writers

