

NEWSPAPER & MAGAZINE

ORANGE COUNTY REGISTER

- 14 ads over two week period prior to Show

L.A. TIMES (circ. 1.1 mil.)

- 18 ads over 17 days in Sports & A sections

LONG BEACH PRESS TELEGRAM (circ. 120,000)

- 10 ads over three week period

DAILY BREEZE (circ. 70,000)

- 9 ads over two weeks prior to Show in Sports section

L.A. DAILY NEWS (circ. 140,000)

- 2 ads week of show in Sports section

DAILY PILOT (circ. 30,000)

- 4 ads week of show in Sports section

DAILY PILOT (circ. 20,000)

- 2 ads week of show

HUNTINGTON BEACH INDEPENDENT (circ. 20,000)

- 2 ads week of show

TOSHIBA CLASSIC CHAMPIONS SPECIAL PULL-OUT (circ. 70,000)

- Ad in pull-out dedicated to the Toshiba Classic circulated in Orange County

SOUTHLAND GOLF MAGAZINE

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

SCGA'S FORE MAGAZINE

- Full page ad in the January issue

GOLF CHAMPION MAGAZINE

- Full page ad in the January issue

RADIO & TELEVISION ADVERTISING

AM 830/ESPN RADIO

- 100 spots over 2 weeks leading up to the show

ESPN 710 AM

- No.1 Sports Radio Station in L.A.
- 100 spots over two weeks
- On-air and online ticket giveaways
- Promotional team on-site

KLAC SPORTS RADIO AM

- 30 spots week of event
- Commercials and on-air giveaways

KABC NEWSRADIO 790 AM

- 25 spots week of event
- Commercials and on-air giveaways

KLOS 95.5 FM

- No. 1 FM station in L.A. DMA
- 3 ticket giveaways with Mark and Brian morning show week of the event

JACK FM 93.1

- 40 spots beginning ten days out from show

KSPA AM & INLAND EMPIRE BUSINESS RADIO

- 30 spots beginning ten days out from show

TIME WARNER CABLE (West L.A. to West O.C.)

- 300+ total-zone 30-second spots airing on GolfChannel, PGA Tour Broadcasts and ESPN (incl. Sportscenter)

CBS 2 (Los Angeles)

- 4 commercials on CBS Sports Central
- 10 commercials during two-weeks of live
- PGA Tour Coverage
- Spots on Evening News week prior to show

E-MAIL MARKETING

WEB ADS ON THE FOLLOWING SITES FOR MONTH LEADING UP TO THE EVENT:

- latimes.com (100,000impressions)
- ladailynews.com
- ocregister.com
- presstelegram.com
- dailybreeze.com
- scga.com

INTERNET

EMAIL BLASTS FROM OVER 15 PARTNERS INCLUDING:

- SCGA e-mail blast four times to 165,000+ golfers
- Golf Channel e-mail blast two times to 40,000+ golfers
- Roger Dunn e-mail blast three times to 70,000+ golfers
- click4teetimes e-mail blast six times to 100,000+ golfers
- GolfMart 4x

SOCIAL MARKETING ON TWITTER & FACEBOOK

PLUS:

DIRECT MAIL — Over 7,000 names in Golf Show database

POSTER DISTRIBUTION — To area courses and Roger Dunn Locations

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