

## NEWSPAPER

### THE OREGONIAN (CIRC. 375,000)

- 16 ads over three weeks leading up to the show

### PORTLAND TRIBUNE (CIRC. 120,000)

- 10 ads for two weeks prior to show

### TRIBUNE COMMUNITY PAPERS (COMBINED CIRC. 20,000)

- 10 ads for two weeks prior to show



## RADIO & TELEVISION ADVERTISING

### 95.5 THE GAME

- 70 spots over two weeks pre-show
- On-air and online ticket giveaways

### NEWSTALK 750 KXL

- 70 spots over two weeks pre-show
- Live remote on-site Saturday of show

### THE FAN ESPN SPORTS RADIO

- No. 1 sports radio station in Portland
- 150, 30- and 60-second spots over two weeks prior to show

### KGON FM

- 10, 30-second spots week of show

### KEX/CLEAR CHANNEL

- 30, 30-second spots week of show

### COMCAST

- 200 spots airing on Golf Channel, ESPN, ESPN2, FOX, FOX Sports, CNN and MSNBC) for three weeks leading up to show

### CBS

- 20 spots leading up to the show

### NBC

- 30 spots during PGA Tour coverage and local news

## E-MAIL MARKETING

### GOLFNOW.COM

- Two e-mail blasts to 20,000 registered golfer in three weeks pre-show

### OGA

- Four e-mail blasts to 50,000 OGA members in Oregon and Southwest Washington

### OVER A DOZEN ADDITIONAL E-MAIL BLAST PARTNERS, INCLUDING COURSES & RETAIL OUTLETS

## INTERNET

- ALL-NEW PORTLANDGOLFSHOW.COM
- GOLFNOW.COM
- OGA.COM
- EWGA
- 10+ LOCAL GOLF COURSES AND CLUBS



## PLUS:

**DIRECT MAIL** — Over 8,000 names in Golf Show database

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

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

# OVER 10 MILLION TOTAL IMPRESSIONS