

Newspaper & Magazine

40 DISPLAY ADS

St. Louis Post Dispatch (Presenting Sponsor)

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

St. Louis Suburban Journals

3 ads in the three weeks leading up to the Show

Sunday Journals in St. Charles & Illinois

Ads two weeks leading up to the Show

St. Louis Sports Magazine

Full page color ad in the December and issue

Full page color ad in the January and issue

Avid Magazine

Full page color ad in the January issue

Woods & Irons

Full page color ad in the January issue

Radio & Television Advertising

MUSIC FORMATS = 120 ADS

KSHE 94.7 ROCK — 30 spots 10 days out

KIHT 96.3 ROCK — 20 spots 10 days out

KPNT 105.7 Alternative Rock — 20 spots 10 days out

KSD 93.7 Country — 20 spots 10 days out

WIL 92.3 Country — 20 spots 10 days out

KYKY 98.1 Adult Contemporary — 20 spots 10 days out

SPORTS RADIO = 310 ADS

KFNS 590 The Fan (Presenting Sponsor)

— 170 spots 2 weeks out

ESPN 101 — 60 spots 10 days out

TEAM 1380 — 80 spots 10 days out

NEWS/TALK RADIO = 40 ADS

KMOX 1120 News/Talk — 20 spots 10 days out

KFTK 97.1 News/Talk — 20 spots 10 days out

TELEVISION = 125 ADS

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

NBC — 15 ads on evening news, Conan O'Brien all week leading up to the show

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

Channel 11 — 10 ads week of the show on evening news

Internet

WEBSITE ADS AND ON-LINE EXPOSURE IN JANUARY = 13 OUTLETS

E-mail Blasts to members of: Golfnow.com, 314Golf, MAGA and over a dozen area courses and partners

Web Ads On: Alive Magazine, St. Louis Magazine and Riverfront Times

Online Exposure On: StToday.com, 314Golf, 599 the Fan, M.A.G.A., Golfers network, Golfnow.com, AOL, ShopStLouis.com, riverfronttimes.com, KMOX.com, StLouisMetroMix.com, StLEventsWeekly.com, GatewayCreative.net

Social Marketing Exposure: on Facebook and Twitter

Plus

Direct Mail — Full color direct mail piece sent to over 2,000 Golf Expo attendees' homes

Press Releases — Sent weekly to all area sports and golf writers



FREE GOLF FOR ALL ATTENDEES! SEE WEBSITE FOR DETAILS

ST. LOUIS GOLF EXPO

BIGGER AND BETTER THAN EVER!

JANUARY 21ST - 23RD
ST. CHARLES CONVENTION CENTER
FRI 12-7 • SAT 10-6 • SUN 10-5

SAVE BIG at the PRO-AM GOLF SUPERSTORE!
and from
Regional Equipment Exhibitors

Free Instruction & Tips
from local instructors

Test Drive Clubs from
All The Top Manufacturers

FOR MORE INFORMATION
STLOUISGOLFEXPO.COM

PRESENTING SPONSORS: **ULTRA**, **5000**, **SPORTS**

SUPPORTING SPONSORS: **ST. LOUIS POST-DISPATCH**, **314GOLF.COM**, **WHEEL AND REED**