

*Phoenix Golf Guide* covers Greater Phoenix and Northern Arizona. It is an official golf guide and directory of the Southwest Section of the PGA, and is endorsed by the Arizona Office of Tourism (AOT), the Greater Phoenix Convention & Visitors Bureau (GPCVB), and many other destination marketing organizations statewide. This annual publication allows you to benefit from the marketing efforts of each endorsement group in promoting Arizona as a golf destination.

## Features

- Official Fulfillment piece for GPCVB to all golf inquiries
- Reaches out-of-state golfers who have requested information about Arizona golfing
- Offers professional golf writing and design services for course reviews
- Includes special pullout of Stay ‘n Play packages based on destination
- Annual circulation provides cost-efficient advertising buy
- Optional course reviews and hyperlink on [AZGolfGuides.com](http://AZGolfGuides.com)
- Combines with *Tucson Golf Guide* to create *Arizona Golf Guide*

## Space Reservation Deadlines

Course Review-New .....	July 17, 2009
Course Review-Pick Up.....	July 17, 2009
Display .....	August 7, 2009
Publication Date .....	October 2009

## Arizona Golfers

Arizona golfers are one of the most highly sought after and desirable groups of consumers in our marketplace. The average education, occupation, and income level of these consumers make it easy to see why so many businesses are using *Phoenix Golf Guide* to reach them.

## Visiting Golfers

- Visiting golfers spend over \$1 billion in Arizona every year
- Visiting golfers’ salaries are higher than the average visitor’s by 10%
- Golfers stay in hotels longer: 5.3 days
- More than 500,000 golfers visited last year
- Number of golfers whose permanent residence is on a golf course: 3.7 million
- Percent of golfers’ spending which goes to the hotel, transportation and food & beverage industries: 75%

Sources: National Golf Foundation, Arizona Office of Tourism, Metropolitan Tucson Convention & Visitors Bureau, Tucson Association of Realtors

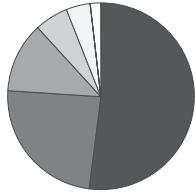


Official GPCVB  
Publication

**PHOENIX**

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- 52% Hotels & Resorts
- 24% Airports
- 12% CVBs and Information Desks
- 6% Retail
- 4% Real Estate
- 2% Other (including attractions)

**Distribution**

**100,000 annually**

70,000 Copies are used to promote Phoenix and Northern Arizona as a top golf destination. Used by the GPCVB to satisfy Phoenix and Northern Arizona golf inquiries. Distributed at trade shows and Arizona promotional events in feeder markets. Used by Glendale, Mesa, Tempe, Scottsdale, Sedona, Prescott and Flagstaff CVB's. Available throughout Phoenix and Northern Arizona at select golf courses, retail shops, resorts, and real estate companies.

30,000 Copies bind with the *Tucson Golf Guide* to create *Arizona Golf Guide*, a comprehensive statewide golf publication. Used by AOT and SWSPGA to satisfy Arizona golf inquiries. Also distributed through Phoenix Sky Harbor Airport & Mesa Gateway Airport.

**Display Rates** Circulation: 100,000 annually

Ad Size	Print	Print & Online Rates
2 Page	\$8,650	\$8,925
Full	\$5,770	\$6,040
2/3	\$4,840	\$5,110
1/2	\$3,730	\$4,000
1/3	\$2,990	\$3,260
1/6	\$2,050	\$2,320

Rates quoted are gross. Guaranteed requested position: add 15% to earned rate. Premium positions must be renewed 30 days prior to ad close.

**Premium Positions**

Ad Position	Print	Print & Online Rates
Inside Front Cover	\$6,040	\$6,350
Page One	\$6,040	\$6,350
Table of Contents	\$5,850	\$6,120
Inside Back Cover	\$5,850	\$6,120
Back Cover	\$6,190	\$6,460
Stay n' Play Sponsorship	\$3,250	

On first availability basis. Premium Positions must be renewed 30 days prior to published space reservation deadline. 4-color ads only.

**Course Review Rates**

Ad Size	Print	Print & Online Rates
2 Page Spread	\$6,575	\$6,925
Full Page	\$3,865	\$4,170
1/2 Page	\$2,420	\$2,680
Stay 'n Play (40,000 copies)	\$795	\$1,025

Rates quoted are net. Course review rates include professional golf writer plus 4 color design layout.

**AZGolfGuides.com—Online Rates**

Templated iBrochure	\$675 per year
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