

*Tucson Golf Guide* covers metropolitan Tucson and Southern 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 Metropolitan Tucson Convention & Visitors Bureau (MTCVB), and many other destination marketing organizations statewide. This annual publication allows you to benefit from the marketing efforts of each endorsement group’s promotion of Arizona as a golf destination.

## Features

- Reaches out-of-state golfers who have requested information about Arizona golfing
- Full-size magazine format
- High-quality, 4-color design
- Offers professional golf writing and design services for course reviews
- The only complete directory of all SWSPGA member courses available to consumers
- Annual circulation provides cost-efficient advertising buy
- Includes hyperlink from [www.AZGolfGuides.com](http://www.AZGolfGuides.com)
- Combines with *Phoenix Golf Guide* to create our comprehensive *Arizona Golf Guide*
- **NEW Online Component:** Increased readership and exposure with an exciting new electronic version on [www.visittucson.org](http://www.visittucson.org), giving advertisers a virtually unlimited audience, 24 hours a day

## Space Reservation Deadlines

Course Review-New .....	July 17, 2009
Course Review-Pick Up .....	July 29, 2009
Display .....	August 19, 2009
Publication Date .....	October 2009

Premium positions must be renewed 30 days prior to ad close

## 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 *Tucson Golf Guide* to reach them.

## Visiting Golfers

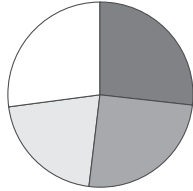
- Last year in Arizona, visiting golfers spent \$1 billion

## TUCSON

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### Trip Timing



- 27% **1st Quarter**  
January, February, March
- 25% **2nd Quarter**  
April, May, June
- 21% **3rd Quarter**  
July, August, September
- 27% **4th Quarter**  
October, November, December

Source: 2006 D.K. Shifflet and Associates, Ltd.

- 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

### Distribution

#### 70,000 copies annually

40,000 Copies are used to promote Tucson as a top golf destination:

- Used by the MTCVB to satisfy Southern Arizona golf inquiries
- Available throughout Tucson and Southern Arizona at select golf courses, retail shops, resorts, Tucson International Airport, and real estate companies

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

### Display Rates

Ad	4-Color	B&W
2 Page	\$5,295	\$4,240
Full	\$3,540	\$2,835
2/3	\$2,950	\$2,360
1/2	\$2,450	\$1,960
1/3	\$1,975	\$1,585
1/6	\$1,265	\$1,010
1/12	N/A	\$815

Guaranteed requested position: add 15% to earned rate.

### Course Review Rates

Ad size	Rates
2 Page Spread	\$4,580
Full Page	\$2,870
1/2 Page	\$1,735

Course review rates include professional golf writer plus 4-color design layout.

### Premium Positions

Inside Front Cover	\$3,895
Page One	\$3,875
Opposite Table of Contents	\$3,735
Inside Back Cover	\$3,875
Back Cover	\$3,895

SWSPGA member businesses receive 10% discount.

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

### Enhanced Listing with Photo

Enhanced Listing with Photo without Course Review	\$360
Enhanced Listing with Photo with Course Review	\$185

\*Photo must be provided