

## Golf Yellow Pages Directory Profile

### What They're Saying:

*"None of the other publications combined can match the leads we receive from the Golf Yellow Pages in any given year."*

- Roy Perry, President  
**Golf Core Inc.**

*"Golf Yellow Pages is the most used, most sought after publication referenced by those of us at Bighorn Golf Club."*

- Alan B. Skuba  
 Asst. GM & Dir. of Memberships  
**Bighorn Golf Club**

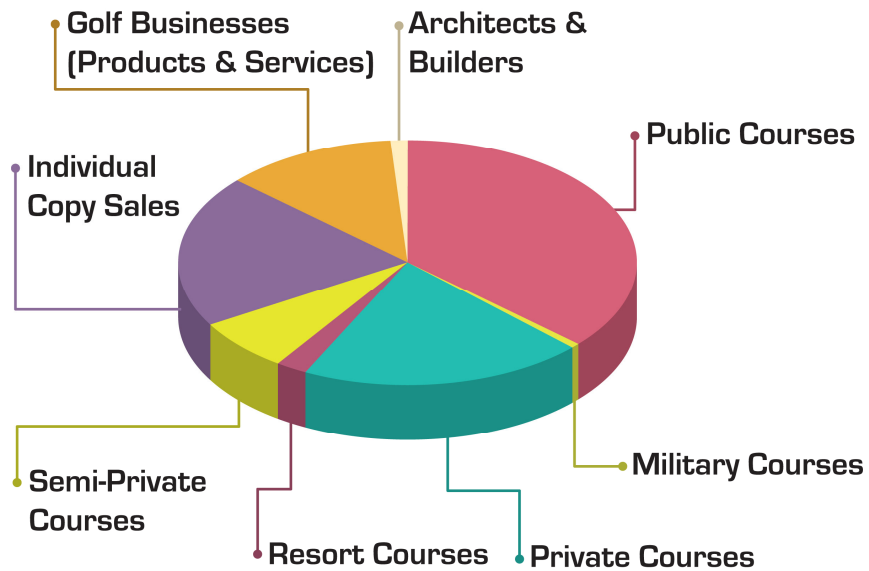
*"Our Golf Professionals, Superintendents and General Managers have used this tool countless times over the past years for locating information and networking opportunities."*

- Heidi Schiek  
 Sales Director  
**Garden Valley Golf Resort**

Golf Yellow Pages is North America's largest, most-complete and most-used golf-industry directory in print, containing more than 11,000 listings of businesses serving the golf industry and listings to more than 24,000 golf courses.

Distributed annually to decision-makers at every golf course in the U.S., as well as other key golf-industry constituencies, the Golf Yellow Pages is a premium advertising medium for any business that sells products and services to PGA Pros, golf course superintendents, club managers and other golf businesses.

**25,000 Annual Circulation—150,000 Copies in Use World-Wide.  
 2006 Distribution:**



- ❖ "White Pages": Listings for 24,000 golf courses in the U.S., Canada and the Caribbean
- ❖ "Yellow Pages": 11,000 listings for golf businesses and businesses serving the golf industry
- ❖ Frequency: 7<sup>th</sup> annual edition publishing March 2006

## 2006 Highlights

### Directory Enhancements

- ❖ Expanded circulation including distribution to golf course management companies and golf industry associations
- ❖ "New Product" advertising section
- ❖ "Information Guides" on topics such as Course Architects, Club Making & Fitting, Carts, Manufacturer's Representatives, Global Positioning Systems, and Golf Equipment
- ❖ Trade show calendar

*"It's always our starting point"*

- Gaylord Schaap  
Head Pro  
Northwood Golf Course

- ❖ All new cover designed to draw users into the book and encourage usage
- ❖ GolfYellowPages.com Website User's Guide

### Website Enhancements

- ❖ A completely new GolfYellowPages.com. New design, new graphics, faster searching and new advertising options.
- ❖ Directory display advertisers receive priority search ranking
- ❖ Enhanced Website Profiles: Add detailed product and services information, brochures for downloading, photos and logos

### Why Yellow Pages Advertising?

- ❖ **Year-long impact:** one ad buy lasts a whole year.
- ❖ **Year-Long reference:** valuable information readers keep and use all year long.
- ❖ **Yellow Pages completes the connection:** bridging brand awareness to sales action.

### Marketing Programs: Print – Web – Mailing Lists

DISPLAY ADVERTISING	Dimensions	Black & White	1 Color	2 Color	4 Color
1/12 Page	2.25W x 2.31H	\$ 499	\$ 599	\$ 649	\$ 749
1/6 Page V	2.25W x 4.75H	\$ 968	\$1,162	\$1,258	\$1,452
1/6 Page H	4.69W x 2.31H	\$ 968	\$1,162	\$1,258	\$1,452
1/4 Page V	2.25W x 6.94H	\$1,417	\$1,700	\$1,842	\$2,126
1/4 Page H	7.13W x 2.31H	\$1,417	\$1,700	\$1,842	\$2,126
1/3 Page V	2.25W x 9.63H	\$1,851	\$2,222	\$2,407	\$2,777
1/3 Page Sq	4.69W x 4.75H	\$1,851	\$2,222	\$2,407	\$2,777
1/2 Page V	4.69W x 6.94H	\$2,695	\$3,234	\$3,503	\$4,042
1/2 Page H	7.13W x 4.75H	\$2,695	\$3,234	\$3,503	\$4,042
2/3 Page	4.69W x 9.63H	\$3,393	\$4,072	\$4,411	\$5,090
Full Page	7.13W x 9.63H	\$5,090	\$6,109	\$6,617	\$7,635

IN-COLUMN	Dimensions	Rate
1 Inch	1H x 2.31W	\$235
1.5 Inch	1.5H x 2.31W	\$290
2 Inch	2H x 2.31W	\$350
2 Inch w/Art	2H x 2.31W	\$400
2.5 Inch	2.5H x 2.31W	\$400
2.5 Inch w/Art	2.5H x 2.31W	\$450
3 Inch	3H x 2.31W	\$450
3 Inch w/Art	3H x 2.31W	\$500

LISTINGS	Rate
Bold Listing-Small	\$100
Bold Listing-Large Red	\$125
Extra Line	\$ 75
Alternate Listing	\$ 75
Add'l Heading Listing	\$ 50
Add'l Heading Listing Bold	\$ 75
Cross Reference	\$ 50
Trade Marks & Trade Names	Call

### Partners | Associations



Member, Association of Directory Publishers



National Advertising Sales



Mailing & Fulfillment Services

PREMIUM PLACEMENT PROGRAMS (Directory)	Dimensions	Rate
"New Product" Guide	3.94H x 2.36W	\$295
Promotional Items (front, back and inside covers; tabs)	Various	Call

GOLFYELLOWPAGES.COM / MAILING LIST RENTALS	Prices
Enhanced Website Profile; includes priority search ranking	\$99.95/year
Run of Site website banners (excludes listing profile pages)	\$100/calendar quarter
Mailing List Rentals: Current advertisers	\$.11/name*
Mailing List Rentals: Non-advertisers	\$.135/name*, \$135 min
Volume Pricing Discounts	5% to 20%
Let Golf Yellow Pages manage your mailing for you	Call for details
* When delivered as mailing labels. Electronically delivered lists slightly higher.	

All rates annual unless otherwise noted