



March 19-25, 2012

Bay Hill Club & Lodge

Orlando, FL



2012 EXPOSURE & ENTERTAINMENT OPPORTUNITY

ENHANCE **RELATIONSHIPS**
ATTRACT **NEW CUSTOMERS**
CREATE **BRAND AWARENESS**
REACH YOUR **TARGET AUDIENCE**





EXPOSURE

Advertising in the Official Tournament Magazine is the most effective way to put your message directly into the hands of the highly desirable audience that attends the Arnold Palmer Invitational. Featuring important tournament information, engaging articles, interviews and more, the official tournament program is carefully designed as a keepsake to deliver significant brand recognition during and after tournament week.

The Official Tournament Magazine is distributed on-site during tournament week and is available throughout the course, the clubhouse, and in all corporate hospitality areas ensuring maximum exposure for your ad. A digital edition will also be available for viewing on the tournament website, on pgatour.com and on golfweek.com.





When it comes to client entertainment, no other sport offers a better environment to entertain clients and prospective customers than professional golf. Golfweek Custom Media offers a branding and entertainment package that will allow you to achieve your marketing objectives while showing your appreciation for your most valued customers and clients.

- Reach the highly desirable audience of affluent, well educated decision makers that support and attend the Arnold Palmer Invitational.
- Improve brand perceptions by aligning your company's products and services with the unparalleled image of the professional golf.
- Differentiate your company in a crowded marketplace.
- Attract new customers and enhance existing relationships by leveraging face-to-face interaction in an ideal setting.
- Spotlight your company as a leader in the community



EXPERIENCE

EXPOSURE & ENTERTAINMENT PACKAGE

- Full page, 4-Color Advertisement in the 2012 Arnold Palmer Invitational Official Tournament Magazine
- 4 Weekly Grounds Badges – Lot C Parking is included with a weekly badge
- 2 Weekly Palmer Pavilion Passes
- 2 Invitations for 2 days to the Golfweek Custom Media 17th Green Skybox – includes premium open bar

For information on pricing or to customize a package for your company, please contact your Golfweek Custom Media representative at 407-563-7000



DEMOGRAPHICS

AGE

18-24.....	6%
25-34.....	12%
35-44.....	17%
45-54.....	20%
55-64.....	19%
65+.....	26%

HOUSEHOLD INCOME (INDEX)

\$25,000 OR LESS.....	61
\$25,000-\$49,000.....	87
\$50,000-\$74,999.....	102
\$75,000-\$99,999.....	118
\$100,000-\$149,000.....	131
\$150,000+.....	151

EDUCATION (INDEX)

HIGH SCHOOL ONLY.....	89
SOME COLLEGE.....	92
COLLEGE GRADUATE....	102
GRADUATE DEGREE.....	144

Index vs US Average (US average=100)
Source: MRI Doublebase 2008

JOB-TITLE (INDEX)

PRESIDENT.....	144
VICE-PRESIDENT....	166
MANAGEMENT.....	152

2012 SCHEDULE OF EVENTS

Event	Dates	Location
Farmers Insurance Open	January 23-29	San Diego, CA
Allianz Championship	February 6-12	Boca Raton, FL
Northern Trust Open	February 13-19	Los Angeles, CA
Honda Classic	Feb 27-March 4	Palm Beach Gardens, FL
Arnold Palmer Invitational	March 19-25	Orlando, FL
KIA Classic	March 19-25	Carlsbad, CA
Outback Steakhouse Pro-Am	April 9-15	Tampa, FL
Valero Texas Open	April 16-22	San Antonio, TX
Zurich Classic of New Orleans	April 23-29	New Orleans, LA
Avnet LPGA Classic	April - Dates TBD	Mobile, AL
Wells Fargo Championship	April 30-May 6	Charlotte, NC
Regions Tradition	April 30-May 6	Birmingham, AL
Crowne Plaza Invitational	May 21-27	Ft. Worth, TX
Senior PGA Championship	May 21-27	Harbor Shores, MI
AT&T National	June 26-July 1	Bethesda, MD
US Senior Open	July 9-15	Lake Orion, MI
3M Championship	August - Dates TBD	Minneapolis, MN
PGA Championship	August 6-12	Kiawah Island, SC
Safeway Classic	August - Dates TBD	Portland, OR
Constellation Energy Sr Players Champ	August - Dates TBD	Westchester, NY
Boeing Classic	August - Dates TBD	Seattle, WA
BMW Championship	September 3-9	Indianapolis, IN
TOUR Championship	September 10-16	Atlanta, GA
Ryder Cup	September 25-30	Chicago, IL
Justin Timberlake Shriners Open	September - Dates TBD	Las Vegas, NV
PGA Grand Slam of Golf	October - Dates TBD	Southampton, Bermuda
AT&T Championship	October - Dates TBD	San Antonio, TX
CME Titleholders	November - Dates TBD	Orlando, FL
Chevron World Challenge	December - Dates TBD	Thousand Oaks, CA

