



CHRIS EVERT | RAYMOND JAMES®

Pro-Celebrity Tennis Classic

2016

Media & Promotional Schedule

Media Value \$350,265.947.94

NOVEMBER 20-22, 2015

**DELRAY BEACH TENNIS CENTER AND
THE BOCA RATON RESORT & CLUB**

Radio

Value: \$43,000.00



- 30 Prerecorded announcements from November 1 – November 23
- 15 Promo announcements
- 20 Live ticket give-aways (3:1 ratio)
- Web inclusion for six weeks



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- Web inclusion for six weeks

Television

Value: \$60,000.00



- Pre-recorded spots between September 1 – November 20, 2015



- Pre-recorded spots between October 1 – November 20, 2015



- Pre-recorded spots between November 1 – November 20, 2015



- Pre-recorded spots between November 1 – November 20, 2015



- Broadcast the 2015 Chris Evert/Raymond James Pro-Celebrity Tennis Classic in conjunction with the 2016 Australian Open

Newspaper Advertising

Value: \$109,605.94

Publication	Ad Size	Run Date	Value
Boca Raton Tribune			
	½ page	09/17/2015	\$6,780.00
	½ page	09/24/2015	
	½ page	10/01/2015	
	½ page	10/08/2015	
	½ page	10/15/2015	
	½ page	10/22/2015	
	½ page	10/29/2015	
	½ page	11/05/2015	
	½ page	11/12/2015	
	½ page	11/19/2015	
Sun-Sentinel			
	4.915"x10.5" color	06/05/2015	\$52,217.75
	4.915"x10.5" b&w	10/05/2015	
	4.915"x10.5" b&w	10/08/2015	
	4.915"x10.5" color	10/15/2015	
	4.915"x10.5" b&w	10/16/2015	
	4.915"x10.5" b&w	10/17/2015	
	4.915"x10.5" b&w	10/20/2015	
	4.915"x10.5" b&w	10/22/2015	
	4.915"x10.5" b&w	10/26/2015	
	4.915"x10.5" b&w	10/30/2015	
	4.915"x10.5" b&w	11/04/2015	
	4.915"x10.5" color	11/07/2015	
	4.915"x10.5" color	11/12/2015	
	4.915"x10.5" b&w	11/13/2015	
	4.915"x10.5" b&w	11/16/2015	
	4.915"x10.5" b&w	11/18/2015	
Society Scene	Cover + 2 Page Story	TBD	
The Flyer			
	Full Page	October 30-November 20	\$50,608.94

Magazine Advertising

Value: \$88,830.00

Publication	Ad Size	Run Date	Copy	Value
Atlantic Ave Magazine				
	Full page	October		\$2,800
	Full page	November		
Boca Life Magazine				
	Full page	October		\$9,800
	Full page	November		
Boca Observer				
	Full page	September	y	\$23,000
	Full page	October	y	
	Full page	November	Y	

Florida Tennis				
	Half page	August/ September	y	\$3,000
	Half page	October/ November	y	
Health & Wellness Magazine				
	Full Page	October		\$4,340
	Full Page	November		
Natural Awakenings				
	Full Page	September		\$3,150
	Full Page	October		
	Full Page	November		
Prestige Coupons				
East Delray	Full Page	September 24		\$1,400
West Delray	Full Page	September 24		
Deerfield Beach	Full Page	September 28		
East Boca	Full Page	October 8		
West Boca	Full Page	October 13		
Boynton Beach	Full Page	October 16		
Lake Worth	Full Page	October 19		
Simply The Best Mag				
	Full Page	July/August Sept./October		\$6,350
Tennis View Magazine				
	Full Page	August		\$9,990
Travelhost				
Ocean Front	Full Page	July/August/		\$25,000
Clubhouse Living	Full Page	September		
Travelhost	Full Page	Oct./ Nov./ Dec.		
Ocean Front	Full Page		y	

Outdoor Media

Value: \$19,700.00

Billboard	14'x48'	10/27/15-11/23/15	\$7,500
Delray Downtowner Vehicle Wrap		10/18/15-11/20/15	\$5,000
6 Mall backlit boards (Boca Towne Center Mall)	47"x69"	10/26/15-11/22/15	\$7,200

Online

Value: \$14,130.00

Company	Website	Date	Ads	Value
Google AdWords		Annual		10,000+
Boca Raton Tribune	bocaratontribune.com	August- October	Banner 468x60	\$500
Boca Life Magazine		November	Banner 468x60	

Clear Channel Radio	www.1055online.com www.wild955.com	October- November	Banner 300x300 670x340	
Miami Magazine		November	728x90	\$750
Boca Raton Magazine	Banner in e-blast banner + Landing Page w/ event info	October/ November	Banner 550x59 520x720	\$1,000
Delray Beach Tennis Center	jcdsportsgroup.com/delray-beach-tennis	August- November	Event Info	N/A
City of Delray Beach	mydelraybeach.com	October- November	Event Info	N/A
Living FLA	livingfla.com	August- November	Banner 120x60	\$1,880
Sun-Sentinel	sun-sentinel.com/	October	Banner 970x300	N/A
		October	In-cube video	N/A

Digital Media

Value: \$15,000.00

Company	eBlast	Facebook/ Twitter
Chris Evert Charities <i>In-house Database (email database 90,000)</i>	November	ongoing
Boca Raton Tribune		October
Boca Life	October	
Miami Magazine (27K subscribers, 100K fans, value \$5,500)	November	November
Living FLA	September- November	
City of Delray Beach – Employees	October	
South Palm Beach County Women's Tennis Association	November	
Atlantic Ave Magazine		October- November
Delray Beach Chamber of Commerce	November	November
Boca Raton Chamber of Commerce	2 x October	

Brochure Distribution

Distribution Channel	Date	Quantity	Recipients
Boca Raton Tribune	November 7 th	10,000	<ul style="list-style-type: none"> Newspaper Insertion

Delivery Dudes	October - November	2,500	<ul style="list-style-type: none"> • Inclusion in food deliveries in Boca Raton, Boynton Beach & Delray Beach
Delray Downtowner	October – November	1,500	<ul style="list-style-type: none"> • Passengers in the Delray Downtowner
Chris Evert Charities (Direct Mail)	October	39,000	<ul style="list-style-type: none"> • Database
City of Delray Beach	October	4,000	<ul style="list-style-type: none"> • Restaurants • City of Delray Employees • Stores & Retailers
In House Distribution	October	22,000	<ul style="list-style-type: none"> • Sponsors • Retailers • Tennis clubs • Hotels • Delray & Boca Raton Chamber of Commerce

Additional

Description	
Groupon	50% ticket discount offered on General Admission and Reserved Seats to Groupon Members in Broward and Palm Beach zones.
Living Social	50% ticket discount offered on General Admission and Reserved Seats to Living Social Living Members in Broward and Palm Beach zones.
Travelzoo	50% ticket discount offered on General Admission and Reserved Seats in Broward and Palm Beach zones.