

2014

Media & Promotional Schedule

Chris Evert/Raymond James Pro-Celebrity Tennis Classic

In association with the Broward Health Chris Evert Children's Hospital

Projected Promotional value \$344,287.94



CHRIS EVERT | RAYMOND JAMES®

Pro-Celebrity Tennis Classic

NOVEMBER 21-23, 2014

**AT THE 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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- 15 Promo announcements
- 20 Live ticket give-aways (3:1 ratio)
- Web inclusion for six weeks

Television

Value: \$60,000.00



- Pre-recorded spots between September 1 – November 23rd, 2014



- Pre-recorded spots between November 1 – November 23rd, 2014



- Pre-recorded spots between November 7 – November 23rd, 2014



- Pre-recorded spots between November 7 – November 23rd, 2014



- Broadcast the 2014 Chris Evert/Raymond James Pro-Celebrity Tennis Classic in conjunction with the 2014 Australian Open



- Pre-recorded spots between August 25th – September 8th, 2014 during the broadcast of the 2014 US Open



- Pre-recorded spots between October 1 – November 23rd, 2014

Newspaper Advertising

Value: \$109,605.94

| Publication | Ad Size | Run Date | Value | Reach <i>(if available)</i> |
|--------------------|----------------------|----------------------------|-------------|--------------------------------|
| Boca Raton Tribune | | | | |
| | ½ page | 09/18/2014 | \$6,780.00 | |
| | ½ page | 09/25/2014 | | |
| | ½ page | 10/02/2014 | | |
| | ½ page | 10/09/2014 | | |
| | ½ page | 10/16/2014 | | |
| | ½ page | 10/23/2014 | | |
| | ½ page | 10/30/2014 | | |
| | ½ page | 11/06/2014 | | |
| | ½ page | 11/13/2014 | | |
| | ½ page | 11/20/2014 | | |
| Sun-Sentinel | | | | |
| | 4.915"x10.5" color | 05/26/2014 | \$52,217.75 | 2,000,000 |
| | 4.915"x10.5" color | 10/06/2014 | | |
| | 4.915"x10.5" color | 10/09/2014 | | |
| | 4.915"x10.5" color | 10/16/2014 | | |
| | 4.915"x10.5" color | 10/18/2014 | | |
| | 4.915"x10.5" color | 10/21/2014 | | |
| | 4.915"x10.5" b&w | 10/23/2014 | | |
| | 4.915"x10.5" color | 10/27/2014 | | |
| | 4.915"x10.5" b&w | 10/31/2014 | | |
| | 4.915"x10.5" color | 11/05/2014 | | |
| | 4.915"x10.5" b&w | 11/08/2014 | | |
| | 4.915"x10.5" color | 11/13/2014 | | |
| | 4.915"x10.5" color | 11/14/2014 | | |
| | 4.915"x10.5" color | 11/17/2014 | | |
| | 4.915"x10.5" color | 11/19/2014 | | |
| Society Scene | Cover + 2 Page Story | TBD | | |
| The Flyer | | | | |
| | Full Page | October 31- November 23 | \$50,608.94 | 200,000 |

Value: \$103,602.00

| Publication | Ad Size | Run Date | Copy | Value | Circ. | Reach |
|--|---|--|-------------|----------|----------------------------|-------------------------------|
| | | | | | (if available) | |
| Arena Media Group | | | | | | |
| | Full Page | 2014-2015 | | \$10,000 | | |
| Atlantic Ave Magazine | | | | | | |
| | Full page Full page | October November | | \$2,800 | | |
| Boca Life Magazine | | | | | | |
| | Full page Full page | October November | | \$9,800 | | |
| Boca Observer | | | | | | |
| | Full page Full page Full page | September October November | y y y | \$23,000 | 27,000 27,000 27,000 | 140,000 140,000 140,000 |
| Boca Raton Magazine | | | | | | |
| | Full Page | November | | \$4,900 | 21,000 | 104,000 |
| Delray Beach Magazine | | | | | | |
| | Full Page | October/ November | | \$2,500 | 17,000 | 52,000 |
| Florida Tennis | | | | | | |
| | Half page Half page | July/ August September/ October | y y | \$3,000 | | |
| Herlife Magazine | | | | | | |
| | Full Page | November | | \$1,712 | 20,000 | |
| Natural Awakenings | | | | | | |
| | Full Page Full Page Full Page | September October November | | \$3,150 | | |
| Prestige Coupons | | | | | | |
| East Delray West Delray Deerfield Beach East Boca West Boca Boynton Beach Lake Worth | Full Page Full Page Full Page Full Page Full Page Full Page Full Page | September 26 September 26 September 26 October 10 October 15 October 18 October 21 | | \$1,400 | | |
| Simply The Best Mag | | | | | | |
| | Full Page | July/August Sept./October | | \$6,350 | | |
| Tennis View Magazine | | | | | | |
| | Full Page | October November | | \$9,990 | | |
| Travelhost | | | | | | |

| | | | | | | |
|--|--|--|---|----------|--|--|
| Ocean Front Clubhouse Living Travelhost Ocean Front | Full Page Full Page Full Page Full Page | July/August/ September Oct./ Nov./ Dec. | y | \$25,000 | | |
|--|--|--|---|----------|--|--|

Outdoor Media

Value: \$14,700.00

| | | | | | | |
|--|---------|-----------------------|--|---------|--|--|
| Billboard | 14'x48' | 10/27/14- 11/23/14 | | \$7,500 | | |
| Mall backlit boards (Boca Towne Center Mall) | 47"x69" | 10/27/14- 11/23/14 | | \$7,200 | | |

Online

Value: \$3,380.00

| Company | Website | Date | Ad | Value |
|-------------------------------|--|-----------------------|-------------------------------|---------|
| Boca Raton Tribune | bocaratontribune.com | September -October | Banner: 468x60 | \$500 |
| Clear Channel Radio | www.1055online.com www.wild955.com | October- November | Banner: 300x300 670x340 | |
| Company | Website | Date | Ad | Value |
| 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 | |
| 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: \$10,000.00

| Company | eBlast | Facebook/ Twitter |
|---|----------|----------------------|
| Chris Evert Charities <i>In-house Database (email database 90,000)</i> | November | ongoing |
| Boca Raton Tribune | | October |

| | | |
|--|-----------------------------------|---------------------------------|
| Living FLA | September- November October | |
| City of Delray Beach – Employees | | |
| South Palm Beach County Women's Tennis Association | November | |
| Atlantic Ave Magazine | | October- November October |
| Delray Beach International Tennis Championships | | |
| Delray Beach Chamber | November | November |
| Boca Medical Plaza | 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 Inclusion |
| 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. |
| GottaHalfIt | 50% ticket discount offered on General Admission and Reserved Seats in Broward and Palm Beach zones. |