

# Media & Promotional Schedule

## **2013 Chris Evert/Raymond James Pro-Celebrity Tennis Classic**

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

**Total Promotional value \$275,842.94**



**CHRIS EVERT | RAYMOND JAMES®**

*Pro-Celebrity Tennis Classic*

**NOVEMBER 15-17, 2013**

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

## Radio

Value: \$53,000.00



- 30 Prerecorded announcements from October 28 – November 15
- 15 Promo announcements
- 20 Live ticket give-aways (3:1 ratio)
- Web inclusion for six weeks



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## Television

Value: \$30,000.00



- Pre-recorded spots between October 24<sup>th</sup> – November 15<sup>th</sup>, 2013



- Pre-recorded spots between October 18<sup>th</sup> – November 15<sup>th</sup>, 2013



- Broadcast the 2013 Chris Evert/Raymond James Pro-Celebrity Tennis Classic in conjunction with the 2014 Australian Open

# Newspaper Advertising

Value: \$109,605.94

Publication	Ad Size	Run Date	Value	Reach <i>(if available)</i>
Boca Raton Tribune				
	½ page	09/12/2013	\$6,780.00	
	½ page	09/19/2013		
	½ page	09/26/2013		
	½ page	10/3/2013		
	½ page	10/10/2013		
	½ page	10/17/2013		
	½ page	10/24/2013		
	½ page	10/31/2013		
	½ page	11/7/2013		
	½ page	11/24/2013		
Sun-Sentinel				
	4.915"x10.5" color	05/15/2013	\$52,217.75	2,000,000
	4.915"x5.25" color	09/11/2013		
	4.915"x10.5" b&w	10/12/2013		
	4.915"x10.5" b&w	10/16/2013		
	3"x10.5" b&w	10/17/2013		
	3"x10.5" b&w	10/19/2013		
	3"x10.5" b&w	10/22/2013		
	4.915"x10.5" b&w	10/24/2013		
	3"x10.5" b&w	10/25/2013		
	3"x10.5" b&w	10/28/2013		
	4.915"x10.5" b&w	11/01/2013		
	3"x10.5" b&w	11/02/2013		
	4.915"x10.5" color	11/06/2013		
	3"x10.5" b&w	11/07/2013		
	3"x10.5" b&w	11/12/2013		
	4.915"x10.5 b&w	11/13/2013		
Society Scene	Cover + 2 Page Story	10/10/2012		
The Flyer				
	Full Page	October 25- November 15	\$50,608.94	200,000

# Magazine Advertising

Value: \$79,857

Publication	Ad Size	Run Date	Copy	Value	Circ.	Reach
					(if available)	
Atlantic Ave Magazine						
	Full page Full page	October November		\$2,800		
Boca Observer						
	Full page Full page Full page	September October November	y y y	\$23,000	27,000	140,000
					27,000	140,000
					27,000	140,000

Publication	Ad Size	Run Date	Copy	Value	Circ.	Reach
<b>Boca Raton Magazine</b>						
	<i>Full Page</i>	September/ October		\$4,900	21,000	104,000
	<i>Full Page</i>	November		\$4,900	21,000	104,000
<b>GreyMatters</b>						
	<i>Full Page</i>	September/ October	y	\$2,500		
<b>Delray Beach Magazine</b>						
	<i>Full Page</i>	October/ November		\$2,500	17,000	52,000
<b>Florida Tennis</b>						
	<i>Half page</i>	July/ August	y			
	<i>Half page</i>	September/ October	y	\$3,000		
<b>Herlife Magazine</b>						
	<i>Full Page</i>	October		\$1,712	20,000	
<b>Natural Awakenings</b>						
	<i>Full Page</i>	September				
	<i>Full Page</i>	October		\$3,150		
	<i>Full Page</i>	November				
<b>Prestige Coupons</b>						
East Delray	<i>Full Page</i>	September 26				
West Delray	<i>Full Page</i>	September 26				
Deerfield Beach	<i>Full Page</i>	September 26				
East Boca	<i>Full Page</i>	October 10		\$1,400		
West Boca	<i>Full Page</i>	October 15				
Boynton Beach	<i>Full Page</i>	October 18				
Lake Worth	<i>Full Page</i>	October 21				
<b>Tennis View Magazine</b>						
	<i>Full Page</i>	October		\$4,995		
<b>Travelhost</b>						
Ocean Front	<i>Full Page</i>	July/August/				
Clubhouse Living	<i>Full Page</i>	September				
Travelhost	<i>Full Page</i>	October/		\$25,000		
Ocean Front	<i>Full Page</i>	November/	y			
Clubhouse Living	<i>Full Page</i>	December				

**Online**  
Value: \$3,380

Company	Website	Date	Ad	Value
<b>Boca Raton Tribune</b>	<a href="http://bocaratontribune.com">bocaratontribune.com</a>	September -October	Banner: 468x60	\$500
<b>Clear Channel Radio</b>		October- November	Banner: 300x300 670x340	

Company	Website	Date	Ad	Value
<b>Boca Raton Magazine</b>	Banner in e-blast banner + Landing Page w/ event info	October/ November	Banner: 550x59 520x720	\$1,000
<b>Delray Beach Tennis Center</b>	<a href="http://jcdsportsgroup.com/delray-beach-tennis">jcdsportsgroup.com/delray-beach-tennis</a>	August- November	Event Info	N/A
<b>City of Delray Beach</b>	mydelraybeach.com	October- November	Event Info	
<b>Living FLA</b>	<a href="http://livingfla.com">livingfla.com</a>	August- November	Banner: 120x60	\$1,880
<b>Sun-Sentinel</b>	<a href="http://sun-sentinel.com/">sun-sentinel.com/</a>	October	Banner: 970x300	N/A
		October	In-cube video	N/A

## eMail & Social Media

Company	eBlast	Facebook/ Twitter
Chris Evert Charities <i>In-house Database (email 3,060/facebook/twitter)</i>	ongoing	ongoing
Boca Raton Tribune		October
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 International Tennis Championships		October
Delray Beach Chamber/Gregg Weiss	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 <sup>th</sup>	10,000	<ul style="list-style-type: none"> <li>Newspaper Inclusion</li> </ul>
Chris Evert Charities (Direct Mail)	October	39,000	<ul style="list-style-type: none"> <li>Database</li> </ul>
City of Delray Beach	October	4,000	<ul style="list-style-type: none"> <li>Restaurants</li> <li>City of Delray Employees</li> <li>Stores &amp; Retailers</li> </ul>

Distribution Channel	Date	Quantity	Recipients
In House Distribution	October	22,000	<ul style="list-style-type: none"> <li>• Sponsors</li> <li>• Retailers</li> <li>• Tennis clubs</li> <li>• Hotels</li> <li>• Delray Chamber/Gregg Weiss</li> </ul>

## Additional

	Description
<b>Living Social</b>	50% ticket discount offered on General Admission and Reserved Seats to Social Living Members in Broward and Palm Beach zones.
<b>Travelzoo</b>	50% ticket discount offered on General Admission and Reserved Seats in Broward and Palm Beach zones.
<b>GottaHalfIt</b>	50% ticket discount offered on General Admission and Reserved Seats in Broward and Palm Beach zones.
<b>City of Deerfield Beach Recycling Program</b>	50% ticket discount offered on General Admission and Reserved Seats in Broward.