

# THE WEST'S BEST

Promotional Mailers

GOLF 2004

Month	Audience	Quantity	Subscriber Lists Used	Rates	Mailer Format	* Matls. Due
APRIL/MAY	Golfers Residing in Southern California	20,000	<i>GolfWeek, Golf Magazine, PGA Tour Partners</i>	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel, Accordion-Fold with Envelope	<b>4/9/04</b>
MAY	Ultra-High Income Golfers in Southern California	20,000	<i>Golf Magazine, Links, Travel + Leisure Golf</i>	2-Page Spread: \$3,750	4-Color, 16-Page, Digest-Sized, Self-Mailer	<b>4/16/04</b>
JUNE	Golfers Residing in Southern California	20,000	<i>GolfWeek, Golf Magazine, PGA Tour Partners</i>	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel, Accordion-Fold with Envelope	<b>5/15/04</b>
AUGUST	Golfers Residing in Southern California	20,000	<i>GolfWeek, Golf Magazine, PGA Tour Partners</i>	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel, Accordion-Fold with Envelope	<b>7/15/04</b>
SEPTEMBER	Golfers Residing in Southern California	20,000	<i>GolfWeek, Golf Magazine, PGA Tour Partners</i>	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel, Accordion-Fold with Envelope	<b>8/15/04</b>
OCTOBER	Ultra-High Income Golfers in Southern California	20,000	<i>Golf Magazine, Links, Travel + Leisure Golf</i>	2-Page Spread: \$3,750	4-Color, 16-Page, Digest-Sized, Self-Mailer	<b>9/15/04</b>
NOVEMBER	Golfers Residing in Southern California	20,000	<i>GolfWeek, Golf Magazine, PGA Tour Partners</i>	1/2: \$1,975 Full: \$3,750	4-Color, 8-Panel, Accordion-Fold with Envelope	<b>10/15/04</b>

\* Space closes on a "first come, first served" basis, about one month prior to materials due date.

Space is reserved on a "first come, first served" basis, and cannot be cancelled after the materials due date. The publisher formats all ads. Proofs must be returned within 48 hours or they will be deemed "approved as presented." Prices and dates are subject to change.