

# Florida's Golf

First Coast of

EARNED MEDIA CONSUMER SHOWS	MONTHS												REGION	SIZE	VALUE	CIRCUMPER	VALUE				
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC									
FL Golf Alliance Golf Guide Consumer Show															VA, PA, OH, TN, IL, NY, NJ, WI, CT			\$ 18,000.00	210,000	\$ 18,000.00	
<b>DIGITAL</b>																					
Traveling Golfer e-Newsletter																					
Golf Advisor eBlast HBR 02/14/2018																					
Golf Advisor eBlast HBR 04/24/2018																					
eSouthemgolf.com FCOG 25 Years																					
eSouthemgolf.com Hammock Beach Resort																					
GolfThere eBlast - Daylight Savings Time																					
GolfThere eBlast - Pollen, Putters & Perfect Golf																					
Book Golf Guilhem Miranda Drota Footage																					
<b>PRINT</b>																					
NGF Golf DataTech Female Golfer Study																					
FAM- Golf Magazine China March Issue																					
FAM- Golf Magazine China June Issue																					
GolStyles																					
Golf Georgia																					
Met Golfer																					
Virginia Golfer																					
Golf Central Magazine (Leodora)																					
<b>PROMOTIONS</b>																					
VF Jaguars KFCG FM - Journey to Jax																					
Jaguars 96.9 FM The Game Orlando																					
Jaguars 98.1 FM ESPN Gainesville																					
VF WCSX FM Fish & Chips- Detroit																					
VF WBNP PLAYERS- Philly																					
VF WYAY PLAYERS- Atlanta																					
ST.AUGUSTINE PROMOS																					
ESPN March Madness Promotion																					
<b>TELEVISION</b>																					
Endless Golf																					
Traveling Golfer April/October 2018																					
												Houston		\$ 144,268.70	434,080	\$ 822,023.69					
												Orlando		\$ 2,000.00							
												Gainesville		\$ 7,500.00							
												Detroit		\$ 243,875.77	4,702,701						
												Philadelphia		\$ 154,022.25	2,019,333						
												Atlanta		\$ 270,356.97	2,663,493						
												ATL, HOUL, TPA, MIA, NY, CHAR			116,774						
												PHI, BAL, T, VIR, NJ, PITT		\$ 10,000.00	10,560,000	\$ 14,000.00					
														\$ 4,000.00							
												<b>EARNED MEDIA TOTAL</b>		<b>\$ 984,808.69</b>	<b>23,256,751</b>	<b>\$ 984,808.69</b>					

### Methodology for Trade Value Budget Figures

Definition of trade value used by Florida's First Coast of Golf is as follows and only applies to marketing/advertising/public relations portion of FFCG's business.

Trade value in its totality is that Florida's First Coast of Golf received a marketing/advertising/public relations benefit with either zero cash spent or the variance between prices FFCG pays vs. the retail price. Benefit is defined as FFCG logo, phone number, web address, editorial both print and electronic influenced by FFCG showcasing any FFCG member.

The tabulation of the value, circulation, weeks/months of shelf life and the media in which FFCG was present is detailed in its FY Media Value Chart.

Examples of entries:

1. FFCG received 2 pages of editorial coverage in Golf for Women in the February 2007 issue. FFCG hosted a travel writer on GFW staff in October of 2006. Article covered Amelia Island Plantation, Comfort Inn Oceanfront and the World Golf Village in addition to several golf courses. The value would be determined by pulling the GFW rate card from our media drawer. Calculation based on taking the 1x rate for a full page (\$26,818) multiplied by 2 because of the 2 page article=\$53,636

2. FFCG receives travel vouchers from member properties to be used for promotions. FFCG uses a 2 night/2 round stay for 2 from Amelia Island Plantation. Gives this to GFW to use as a giveaway sweepstakes on their website and GFW promotes this in their Feb 2007 issue in a 1/6 page. GFW rate card indicates a 1x 1/6 page ad is \$6,218.

3. FFCG purchases a one page ad in GFW February 2007 issue. The retail price for that ad is \$26,818. FFCG negotiates that in addition to the ad, GFW will provide a one time emailing of 10,000 subscribers a message on FFCG plus a radio interview on their GFW show syndicated nationally. The rate FFCG negotiated for the full page ad and added value is \$19,818. The media value will still indicate \$26,818. Our trade value in our budget under print we add \$7,000 (26,818 less 19,818)

4. Exposure on emails computed at .05 cents per email on newsletters and .10 cents on magazine subscriber email lists or tour operator blasts.
5. Web stories valued at 50% of print stories. Value taken by going to print rate card x pages x value of pages less 50%.
6. Tour operator eblasts with NE Florida sharing space with other destinations is valued at .01 per email address.