

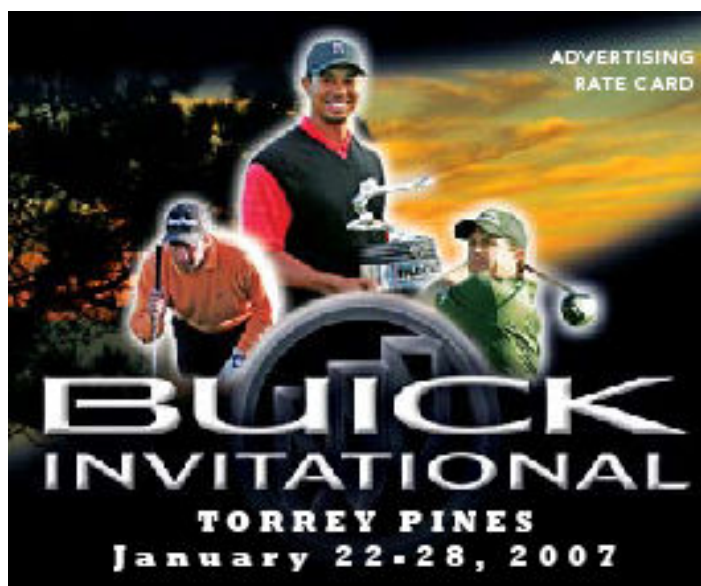
# **Unit 8 – Sponsorship & Endorsement**

## **Student Handout**

### **Rate Card:**

The rate card is a published price list for purchasing advertising time or space. The rate card is essentially an inventory sheet with associated values.

The overall sponsorship package which is ultimately assigned a price can be described as the sum of all benefits attributed to a particular sponsorship, including tickets, hospitality, signage, merchandise, program ads etc.



## Spectator Guide & Daily Pairings Guide

The Buick Invitational will once again be played at the beautiful Torrey Pines golf course in San Diego this January. In following tradition, we will be publishing the full color Spectator Guide with tournament schedules, pictures, course maps, player profiles, stories, and highlights of tournaments past.

Reserve your space now to ensure maximum exposure for your products or services. Advertise in the 2007 Buick Invitational Spectator Guide and Daily Pairings Guide.

### SPECTATOR GUIDE ADVERTISING RATES

The Spectator Guide will be inserted in the San Diego Union-Tribune on Monday, January 22 during tournament week. Advertisers will receive additional exposure when The Spectator Guide is distributed throughout the tournament. Total distribution is anticipated to exceed 150,000 copies.

SIZE	4 COLOR	B/W
Two Page Spread	\$8,300	\$7,200
Full Page	\$4,500	\$3,850
1/2 Page Horizontal	\$2,925	\$2,500
1/4 Page	\$2,125	\$1,450
Inside Front Cover	\$6,850	N/A
Inside Back Cover	\$5,600	N/A

### DAILY PAIRINGS GUIDE ADVERTISING RATES

The Daily Pairings Guide informs tournament visitors about tee times, pairings and leading scores from the previous day. The Daily Pairings Guide is published each day of the tournament, including AT&T Pro-Am day.

SIZE	4 COLOR OR B/W
Full Panel	\$4,050
1/2 Panel	\$2,400
1/3 Panel	\$1,650

## MECHANICAL REQUIREMENTS

Spectator Guide is printed by web offset on coated stock. Page live area is 7-5/8" x 10-3/8", final trim is 8- 1/8" x 10- 7/8". Allow 1/4" on all sides for full bleed ads.

### SPECTATOR GUIDE

Spread Bleed	16-1/4" x 10-7/8" (plus 1/4" bleed all sides)
Spread Non-Bleed	15-1/4" x 10"
Full Page Bleed	8- 1/8" x 10-7/8" (plus 1/4" bleed all sides)
Full Page Non-Bleed	7" x 10"
1/2 Page Horizontal	7-5/8" x 5-1/8"
1/4 Page	3- 13/16" x 5-1/8"

### DAILY PAIRINGS GUIDE

Full Panel	4" x 11"
1/2 Panel	4" x 5-1/2"
1/3 Panel	4" x 3-1/2"

## BLEED INFORMATION AND PRODUCTION CHARGES

Bleed: No charge. Available on spreads and full pages only.  
Production Charges: Advertising rates based on plate-ready files. Additional art or preparation charges will be billed at cost.

## CLOSING DATES

Space reservations and insertion orders: November 17, 2006.  
Copy to be set and color to be separated by publisher:  
November 17, 2006. Plate-ready files: December 8, 2006.

## GENERAL

All advertisements are accepted and published upon the representation that the agency and advertiser are authorized to publish the entire contents and subject matter thereof. Advertiser and agency agree to indemnify and save The Century Club of San Diego, Buick Motor Division, General Motors Corporation and DK Marketing harmless from any loss of expense arising out of publication of such advertisements, including and without limitations, those resulting from claims or suits of libel, violation of privacy, plagiarism or copyright infringement. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standard.

## AGENCY COMMISSIONS

All advertising appearing in the Spectator Guide and Daily Pairings Guide is billed at net - no agency commission allowed.

## MAILING INSTRUCTIONS

Send advertising insertion orders, instructions and camera-ready files to:

Dale Kriebel, Buick Invitational 2007  
3333 Camino Del Rio South, Suite 100  
San Diego, CA 92108 - 3836  
(619) 281- GOLF (4653)  
[www.buickinvitational.com](http://www.buickinvitational.com)

## BILLING PROCEDURES

Terms of billing: Net 30. A 2% cash discount will be allowed for cash with insertion order.

Make checks payable to: Buick Invitational.

