



FARMERS[®] INSURANCE OPEN

ADVERTISING
RATE CARD

Torrey Pines · January 25-31, 2010

Spectator Guide & Daily Pairings Guide

The Farmers Insurance Open 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 2010 San Diego Open 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 25 during tournament week. Advertisers will receive additional exposure when The Spectator Guide is distributed throughout the tournament. Total distribution is anticipated to exceed 160,000 copies.

SIZE	4 COLOR	B/W
Two Page Spread	\$8,500	\$7,400
Full Page	\$4,600	\$3,950
1/2 Page Horizontal	\$3,000	\$2,575
1/4 Page	\$2,190	\$1,500
Inside Front Cover	\$7,050	N/A
Inside Back Cover	\$5,750	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 the Allianz Global Investors Wednesday Pro-Am day.

SIZE	4 COLOR OR B/W
Full Panel	\$4,175
1/2 Panel	\$2,475
1/3 Panel	\$1,700