

Metropolitan Tee Times™

Nebraska's Golf Newspaper

2004 Media Kit



This information is also available online at www.metroteetimes.com

Nebraska's Golf Newspaper

Metropolitan Tee Times (MTT) is the highest quality, most circulated golf newspaper in Nebraska.

Designed to keep the Nebraska golf community up to date on the latest local, regional and national golf industry news, events and trends, *Metropolitan Tee Times* is committed to providing the best possible quality, service and value for your advertising program.

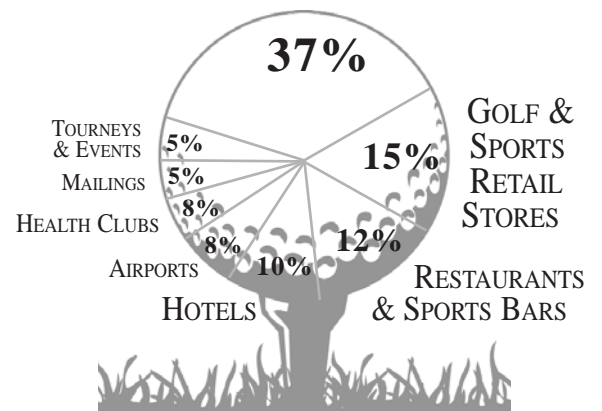
Demographics

- 79% more likely to be a **Professional or Business Decision Maker**.
- 72% of all U.S. golfers have household income of **\$30,000 or more**.
- 60% of all U.S. golfers have household income of **\$40,000 or more**.
- 65% of all U.S. golfers are between the ages of **28 and 49**. 40% of all **NEW** U.S. Golfers are **Women**.

Monthly Circulation (6 Times A Year)

| | | |
|---|------------------------|---|
| 500 copies | Directly Mailed | Golf Industry Specialists & Subscribers - State Wide |
| 50-150 copies Per Location | Hand Delivered/Shipped | Each Golf Course - Omaha / Lincoln Metro Areas |
| 25-50 copies Per Location | Shipped | Select Golf Courses - State Wide |
| 50-100 copies Per Location | Hand Delivered/Shipped | Learning Centers/Driving Ranges - Omaha / Lincoln Metro Areas |
| 25-50 copies Per Location | Hand Delivered/Shipped | Golf Retail & Sporting Goods Stores - Omaha / Lincoln Metro Areas |
| 25-50 copies Per Location | Hand Delivered/Shipped | Bars, Restaurants, Hotels, Health Clubs - Omaha / Lincoln Metro Areas |
| 20,000 Total Readers Each Month, 6 Times A Year, From April Thru Sept | | |

GOLF COURSES (30% LOCAL COURSES - 7% SURROUNDING AREA)



Distribution Breakdown By Location

Percentages vary slightly from issue to issue and from market to market.

PHONE: (402) 734-2476 • FAX: (402) 734-2554

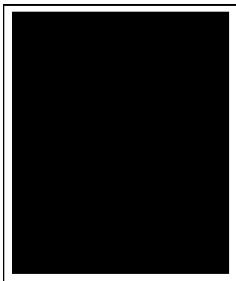
P.O. BOX 9085, STATION C, OMAHA, NEBRASKA 68109

Publication Dates & Deadlines

| | | |
|-------------------------------|---|------------------|
| 1) APRIL ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>March 15</i> |
| 2) MAY ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>April 15</i> |
| 3) JUNE ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>May 15</i> |
| 4) JULY ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>June 15</i> |
| 5) AUGUST ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>July 15</i> |
| 6) FALL / WINTER ISSUE | <i>Space Reservation & Ad Materials Due</i> | <i>August 20</i> |

EACH ISSUE WILL BE PRINTED AND DISTRIBUTED BY THE BEGINNING OF THE SECOND WEEK OF EACH MONTH.

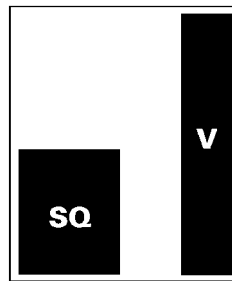
Advertising Rates & Dimensions



FULL PAGE

Publication Size - 11.5" wide X 12.625 high
Live Area - 10.25" wide X 11.625 high

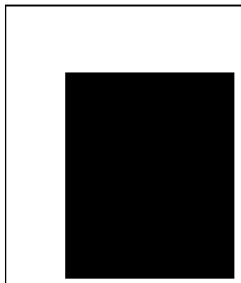
| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$1020 | \$1170 |
| 3-4 Times | \$870 | \$1020 |
| 5-6 Times | \$740 | \$890 |



1/4 PAGE

Square - 5" wide X 5.375" high
Vertical - 2.375" wide X 10.975" high

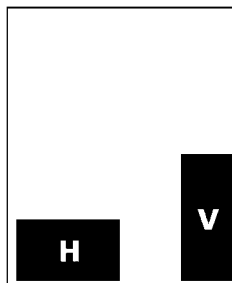
| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$350 | \$500 |
| 3-4 Times | \$300 | \$450 |
| 5-6 Times | \$255 | \$405 |



JUNIOR PAGE

7.625" wide X 8.187" high

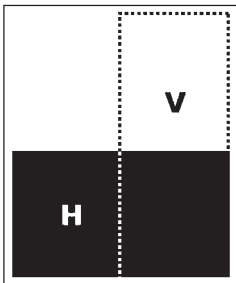
| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$765 | \$915 |
| 3-4 Times | \$650 | \$800 |
| 5-6 Times | \$550 | \$700 |



1/8 PAGE

Horizontal - 5" wide X 2.562" high
Vertical - 2.375" wide X 5.375" high

| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$200 | \$350 |
| 3-4 Times | \$170 | \$320 |
| 5-6 Times | \$145 | \$295 |



1/2 PAGE

Horizontal - 10.25" wide X 5.375" high
Vertical - 5" wide X 10.975" high

| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$600 | \$750 |
| 3-4 Times | \$510 | \$660 |
| 5-6 Times | \$430 | \$580 |



1/16 PAGE

2.375" wide X 2.562" high

| FREQUENCY | COST PER AD | WITH COLOR |
|-----------|-------------|------------|
| 1-2 Times | \$120 | \$270 |
| 3-4 Times | \$100 | \$250 |
| 5-6 Times | \$85 | \$235 |

Advertising Specification

| | |
|---------------------|--|
| Digital File Format | QuarkXpress (version 4.11 or older), PDF Files, Tiff Files, EPS Files, High Rez JPeg Files |
| Digital Resolution | 300 Pixels/Inch at 100% Actual Size. CMYK for All Color Ads |
| Disks | CD's or Zip Disks |
| E-mail | Any digital ad format to: metroteetimes@cox.net (fax hard copy of the ad to 402-734-2554) |



Bob O'Keefe

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