

**Yahoo Sports Radio
PINEHURST 2014-2015**

Yahoo! Sports Radio (YSR): National Reach

YSR reaches more than 5-million listeners on our 374 network affiliates each week. Charlie Epps, swing coach to Angel Cabrera, hosts "The Golf Hour" on 49 network affiliates on Saturday mornings on YSR. "The Sports Flash" Radio Network has 132-network affiliates within a 500-mile radius of Moore County. [To download our two-page media kit, click here.](#)

Regional Radio: 132 affiliates within 500-miles of Moore County

"The Sports Flash" Radio Network powered by Yahoo! Sports Radio offers a regional advertising option that enables you to target your message to 132 radio affiliates within a 500-mile radio of Moore County, including: Florida (4 stations); Georgia (14); Kentucky (32); New York (4); North Carolina (29); Pennsylvania (3); South Carolina (8); Tennessee (8); and West Virginia (30). [For a full list of our 132 regional affiliates within a 500-mile radius of Moore County, click this link.](#)

Focusing on major championships

For the minimal \$5,000 package, we recommend a concentration of radio advertising around the major championships, including: The Masters (April 2014 & 2015); U.S. Open (June); The Open Championship (July); and the PGA Championship (August).

MAJOR CHAMPIONSHIP

GOLF (\$5K) & LEISURE (\$5K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio	DIGITAL	VALUE ADDED
APRIL 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00		
MAY 2014					
JUNE 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00		
JULY 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00		
AUGUST 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00		
SEPTEMBER 2014					
OCTOBER 2014					
NOVEMBER 2014					
DECEMBER 2014					
JANUARY 2015					
FEBRUARY 2015					
MARCH 2015					
APRIL 2015	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00		
MAY 2015					
JUNE 2015					
JULY 2015					
	15 @ \$250.00	25 @ \$50.00	50 @ \$100.00		
TOTAL	\$3,750.00 (GOLF)	\$1,250.00 (GOLF)	\$5,000.00 (LEISURE)		
TOTAL: \$5,000.00 (GOLF) & \$5,000.00 (LEISURE) = \$10,000.00					



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HomeofGolf.com "Sports Flash" powered by Yahoo! Sports Radio

We will brand our "Sports Flash" updates with as the HomeofGolf.com "Sports Flash" on our 132 network affiliates in the 500-mile radius of Moore County. The update surrounds your message with content the listener wants to hear.

Delivering Digital: 2.5-million unique visitors November 2013 – January 2014

Yahoo! Sports Radio's web site is part of Yahoo! Sports, the most viewed sports web site in the world with more than 50-million unique visitors each month. Since November 2013, there have been 2.5-million unique visitors to www.yahoosportsradio.com.

Yahoo! Sports Radio Digital Facts			Yahoo! Sports Radio Digital – Rate Card		
250,000 unique visitors each month 250,000 streaming listeners each month 500,000 on-demand listeners each month			Banner Ads (Right Rail) (B) - \$5 CPM or \$1,250/250,000 Media Player Takeover (TO) - \$300.00/day - \$2,100.00/week Pre-Roll (Audio and/or Video) (PR) - \$15 CPM - \$2,250.00/week		
GOLF (\$10K) & LEISURE (\$10K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio	DIGITAL	VALUE ADDED
APRIL 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
MAY 2014					
JUNE 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
JULY 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
AUGUST 2014	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
SEPTEMBER 2014		2 @ \$50.00	5 @ \$100.00		"Sports Flash" Branding
OCTOBER 2014			5 @ \$100.00		"Sports Flash" Branding
NOVEMBER 2014			5 @ \$100.00		"Sports Flash" Branding
DECEMBER 2014			5 @ \$100.00		"Sports Flash" Branding
JANUARY 2015			5 @ \$100.00		"Sports Flash" Branding
FEBRUARY 2015		2 @ \$50.00	5 @ \$100.00		"Sports Flash" Branding
MARCH 2015		2 @ \$50.00	5 @ \$100.00		"Sports Flash" Branding
APRIL 2015	3 @ \$250.00	5 @ \$50.00	10 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
MAY 2015		2 @ \$50.00	5 @ \$100.00		"Sports Flash" Branding
JUNE 2015		2 @ \$50.00	5 @ \$100.00		"Sports Flash" Branding
JULY 2015			5 @ \$100.00		"Sports Flash" Branding
	12 @ \$250.00	35 @ \$50.00	100 @ \$100.00	5 @ \$900.00	
TOTAL	\$3,750.00 (GOLF)	\$1,750.00 (GOLF)	\$10,000.00 (LEISURE)	\$4,500.00 (GOLF)	
TOTAL: \$10,000.00 (GOLF) & \$10,000.00 (LEISURE) = \$20,000.00					

Radio Commercials: Consistency & Frequency

The campaign combines consistency with an increasing frequency that leads up to the 2014 U.S. Open and beyond. Our proposal includes the following types of commercial flights:

- run-of-schedule (ROS), 6A-7P, Monday-Friday on YSR network affiliates;
- flight of commercials on "The Charlie Epps Golf Show" on 49 network affiliates; and,
- regional inventory of commercials, billboard messages on 132 regional affiliates.



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"The Sports Flash" powered by Yahoo! Sports Radio reaches beyond traditional "sports radio"

We deliver customized, local sports reports to radio stations across the country. Our "Sports Flash" updates focus on local teams, local scores, delivering a listening audience in a variety of formats, including:

adult contemporary
contemporary hit radio
rock

classic hits
country
rhythmic CHR

classic rock
classic country
news/talk

GOLF (\$20K) & LEISURE (\$20K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio "Sports Flash"	DIGITAL	VALUE ADDED
APRIL 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
MAY 2014					
JUNE 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
JULY 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
AUGUST 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
SEPTEMBER 2014		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
OCTOBER 2014		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
NOVEMBER 2014		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
DECEMBER 2014		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JANUARY 2015		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
FEBRUARY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
MARCH 2015		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
APRIL 2015	6 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding
MAY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JUNE 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JULY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
	26 @ \$250.00	80 @ \$50.00	200 @ \$100.00	5 @ \$900.00-4 @ \$1,250.00	
TOTAL	\$6,500.00 (GOLF)	\$4,000.00 (GOLF)	\$20,000.00 (LEISURE)	\$9,500.00 (GOLF)	
TOTAL: \$20,000.00 (GOLF) & \$20,000.00 (LEISURE) = \$40,000.00					

Co-Op Partners

Highlighting your co-op partners is a cornerstone of our proposal, including a live broadcast, a short-form golf-focused feature, and guest appearances on network programming. Here's how:

- co-op partners making guest appearances on YSR shows, including "The Golf Show" with Charlie Epps;
- live national radio broadcast from co-op partner's location during 2014 U.S. Open;
- short-form golf-focused feature that highlights your co-op partners; and,
- interactive regional golfer of the year campaign that can include co-op partner participation.



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In addition to the guest appearance on the network, audio of your interview will appear on our web site as content that can be downloaded by visitors to our web site.

YSR'S Steve Czaban: Broadcasting Live from your Co-Op Partner's Location - \$10,000.00

For two-days during the week of the U.S. Open, YSR morning host Steve Czaban will host a live broadcast from a co-op partner's location. Each day, this will be a live, three-hour national radio broadcast that will include radio content that is focused on the tournament, your community, and your co-op partner. We recommend a co-op partner that you believe can highlight the best that your community has to offer. After a cursory review of your area, we recommend the follow as possible locations for the broadcast: Little River Golf Resort; Longleaf Golf & Country Club; Mid-Pines Inn & Golf Club; National Golf Club; Pine Needles Lodge & Golf Club; Pinehurst – The Holly Inn; or Pinehurst Resort.

GOLF (\$30K) & LEISURE (\$30K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio "Sports Flash"	DIGITAL	VALUE ADDED
APRIL 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00 – HS GOLFER	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding-Guest App
MAY 2014			HS GOLFER OF THE YR		
JUNE 2014	5 @ \$250.00 – LIVE BROADCAST	8 @ \$50.00	20 @ \$100.00 – HS GOLFER	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding-Guest App
JULY 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding-Guest App
AUGUST 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding-Guest App
SEPTEMBER 2014		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
OCTOBER 2014		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
NOVEMBER 2014		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
DECEMBER 2014		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JANUARY 2015		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
FEBRUARY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
MARCH 2015		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
APRIL 2015	6 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$900.00 (TO) (3 DAYS)	"Sports Flash" Branding-Guest App
MAY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JUNE 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
JULY 2015		4 @ \$50.00	10 @ \$100.00		"Sports Flash" Branding
	26 @ \$250.00	80 @ \$50.00	200 @ \$100.00	5 @ \$900.00-4 @ \$1,250.00	
	LIVE BRDCST-\$10,000.00		INTERACTIVE - \$10,000.00		
TOTAL	\$16,500.00 (GOLF)	\$4,000.00 (GOLF)	\$30,000.00 (LEISURE)	\$9,500.00 (GOLF)	
TOTAL: \$30,000.00 (GOLF) & \$30,000.00 (LEISURE) = \$60,000.00					



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HomeofGolf.com Radio Minute - \$10,000.00

Gow Media will produce a short-form, golf-focused feature that will highlight co-op partners in your community.

- golf tips from local professionals;
- PGA Tour news, highlighting former U.S. Open champions; and,
- golf-related content that highlights co-op partners.

We will produce a HomeofGolf.com music bed that we will use for the radio minute. This will wrap the content around your branding while also including your co-op partner's branding as well.

Interactive: HomeofGolf.com Regional HS Golfer of the Year - \$10,000.00

We will manage an interactive campaign that will honor the best high school golfers in North Carolina and the border states of Georgia, South Carolina, Tennessee, and Virginia. Each week, leading up to the U.S. Open, listeners will vote at our web site for the region's best high school golfers. The campaign will be designed to engage the audience and drive traffic to your web site. We could honor the best male and female golfers of the years in the region. If possible, we could recommend honoring the regional golfer of the year in Pinehurst.

GOLF (\$40K) & LEISURE (\$40K)	Yahoo! Sports Radio	"The Golf Hour"	Regional Radio "Sports Flash"	DIGITAL	VALUE ADDED
APRIL 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00 – HS GOLFER	\$2,100.00 (TO)	"Sports Flash" Branding-Guest App
MAY 2014	2 @ \$250.00		HS GOLFER OF THE YR		
JUNE 2014	5 @ \$250.00 – LIVE BROADCAST	8 @ \$50.00	20 @ \$100.00 – HS GOLFER	\$2,100.00 (TO)	"Sports Flash" Branding-Guest App
JULY 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00 – GOLF MIN	\$2,100.00 (TO)	"Sports Flash" Branding-Guest App
AUGUST 2014	5 @ \$250.00	8 @ \$50.00	20 @ \$100.00 – GOLF MIN	\$2,100.00 (TO)	"Sports Flash" Branding-Guest App
SEPTEMBER 2014	2 @ \$250.00	4 @ \$50.00	10 @ \$100.00 – GOLF MIN	\$1,250.00 (BANNER)	"Sports Flash" Branding
OCTOBER 2014		4 @ \$50.00	10 @ \$100.00 – GOLF MIN		"Sports Flash" Branding
NOVEMBER 2014		4 @ \$50.00	10 @ \$100.00 – GOLF MIN	\$1,250.00 (BANNER)	"Sports Flash" Branding
DECEMBER 2014		4 @ \$50.00	10 @ \$100.00 – GOLF MIN		"Sports Flash" Branding
JANUARY 2015		4 @ \$50.00	10 @ \$100.00 – GOLF MIN	\$1,250.00 (BANNER)	"Sports Flash" Branding
FEBRUARY 2015		4 @ \$50.00	10 @ \$100.00 – GOLF MIN		"Sports Flash" Branding
MARCH 2015	2 @ \$250.00	4 @ \$50.00	10 @ \$100.00 – GOLF MIN	\$1,250.00 (BANNER)	"Sports Flash" Branding
APRIL 2015	6 @ \$250.00	8 @ \$50.00	20 @ \$100.00	\$2,100.00 (TO)	"Sports Flash" Branding-Guest App
MAY 2015		4 @ \$50.00	10 @ \$100.00 – GOLF MIN	\$1,250.00 (BANNER)	"Sports Flash" Branding
JUNE 2015		4 @ \$50.00	10 @ \$100.00 – GOLF MIN		"Sports Flash" Branding
JULY 2015		4 @ \$50.00	10 @ \$100.00	\$1,250.00 (BANNER)	"Sports Flash" Branding
	32 @ \$250.00	80 @ \$50.00	200 @ \$100.00	5 @ \$2,100.00	
	LIVE BRDCST-\$10,000.00		INTERACTIVE-\$10,000.00	4 @ \$1,250.00	
			RADIO MINUTE-\$10,000.00		
TOTAL	\$18,000.00 (GOLF)	\$4,000.00 (GOLF)	\$40,000.00 (LEISURE)	\$18,000.00 (GOLF)	
TOTAL: \$40,000.00 (GOLF) & \$40,000.00 (LEISURE) = \$80,000.00					



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Audience Demographics

This integrated marketing campaign will reach well beyond the traditional "sports" audience, delivering a truly adult audience that reaches slightly more women (53-percent) than men (47-percent). Here's a profile of our audience:

Ron Richards is a huge fan of Steve Czaban, listening to Czabe on his local station each morning. That is whenever his kids let him control the radio on the way to school. Most days, Ron catches a few moments of the show before arriving at his job as a regional sales manager for an engineering firm. After a long day of client meetings, phone calls, and managing his staff, Ron rushes out to coach his son's soccer team or to pick up his daughter from basketball practice. At the end of the day, Ron checks up on the latest sports headlines at Yahoo! Sports and listens to the "Daily Czabe" podcast at www.YahooSportsRadio.com.

Weekends are spent going from one sporting event to another with the kids, so Ron doesn't get to play as much golf as he'd like, but there the occasional round with friends.

Vacations aren't nearly as long as they were before the kids. Rather than weeklong trips, the family is more likely to several long weekend getaways each year.

Rhonda Richards is an assistant principal at the local high school. Although now married with children, Rhonda still enjoys contemporary hit radio. The music is fun, energetic, and full of youthful exuberance, which she enjoys. Rhonda enjoys many of the crossover country music stars and often will listen to the classic hits station for a trip down memory lane. That's where most mornings she'll catch YSR's headline-orientated "Sports Flash" update. A marginal sports fan, she enjoys keeping up to date on the latest sports news without the bombastic commentary of sports talk radio.

Rhonda enjoys spending time with friends, participating in a book club, working out, and playing in a women's golf league, whenever she can find the time. An organizer by nature, Rhonda enjoys planning the family vacation and often conducts research for new trips based on what she's heard on the radio.

Detailed Reporting

Gow Media can provide you and your co-op partners with detailed data regarding listeners, impressions, unique visitors, downloads, and registrations. We will also provide you with a detailed proof-of-performance affidavit each month during the campaign.

Easy Payment

We have experience in working with government, non-governmental agencies, and military on processing payment. Our staff has the experience to make the payment process painless for both of our organizations.

Best Choice

For an affordable, effective integrated campaign that is specifically designed to increase inquiries, brand awareness, and web traffic, Gow Media's properties are the best choice for 2014.



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