

**SGU & SLGA MEMBERSHIP MARKETINGCAMPAIGN 2010 – “IT’S TIME TO JOIN THE CLUB” – MEDIA SCHEDULE**

Media	Detail	Timing (Week Commencing)						
		22-Mar	29-Mar	05-Apr	12-Apr	19-Apr	26-Apr	31/04
<b>Press (Promotion)</b>								
Sunday Mail/ Record/ Metro	Golf Prize/ Free Bucket of Balls driving range promotion							
<b>Press (Advertising)</b>								
Metro	20cm x 3 columns Run of Paper							
Scotland on Sunday	20cm x 4 columns Run of paper/ Sport							
Sunday Herald	20cm x 4 columns Run of paper/ Sport							
Scottish Sun	20cm x 4 columns Run of paper/ Sport							
Sunday Mail	20cm x 4 columns Run of paper/ Sport							
Aberdeen Press & Journal	20cm x 4 columns Run of paper/ Sport							
Dundee Courier	20cm x 4 columns Run of paper/ Sport							
<b>Posters</b>								
Driving range posters	A3 posters - 300 in total @20 sites (Edinburgh, Glasgow, Dundee, Perth etc)							
<b>Radio</b>								
Real Radio (Scotland)	3 week campaign - all adults 15+, 72 spots, campaign OTH 6.1 30 second commercial							
Talksport (Scotland)	3 week campaign - all adults 15+, 76 spots, campaign OTH 4.8 30 second commercial							
Total Northsound	3 week campaign - all adults 15+, 87 spots, campaign OTH 8.6 30 second commercial							
Total Tay	3 week campaign - all adults 15+, 78 spots, campaign OTH 8.2 30 second commercial							
Radio Borders	3 week campaign - all adults 15+, 72 spots, campaign OTH 8.4 30 second commercial							

<b>Digital</b>								
Google Keywords PPC	Pay Per Click (6,000 clicks) - Scotland and UK-wide							
Facebook	Pay per Click display campaign (Scotland) - approximately 3,000 clicks							
Blind ad network or	MPU, banner & skyscraper - 3,333,333 impressions							
Google Ad network	Selection of targeted websites - banners and text adverts							
SGU Website	18,000 unique users per month							