



# OFFICIAL SOUVENIR PROGRAM



THE OFFICIAL SOUVENIR PROGRAM IS A BEAUTIFUL, KEEPSAKE PUBLICATION CONTAINING OVER 200 COLOR PAGES OF CLASSIC HISTORY, PROFESSIONAL AND CELEBRITY PICTORIALS, ARTICLES, COURSE DESCRIPTIONS AND MUCH, MUCH, MORE. 16,000 COPIES ARE DISTRIBUTED DURING DECEMBER AND JANUARY WITH 10,000 PLACED IN GUEST ROOMS OF 22 OF THE MOST PRESTIGIOUS HOTELS AND RESORTS THROUGHOUT THE COACHELLA VALLEY. THIS “PASS-ALONG” READERSHIP PUTS YOUR ADVERTISEMENT IN FRONT OF 160,000 VISITORS.

- Advertising space is available in full, half and quarter page sizes in four color
- All advertisers receive a variety of tournament credentials.

Restaurant advertisers are featured, at no extra charge in our **Annual Classic Dining Guide** (right), a handy pullout pocket tool inserted into every program. The Dining Guide is provided to all PGA TOUR, amateur, and celebrity contestants, VIP's, hospitality sponsors, and media personnel. Ample copies are distributed to each tournament course.



Advertising Rates Range from: \$350 to \$2,500

Contact: Jerry Schubert • 760-346-8184 or 888-672-4673 ext 235

Fax 760-346-6329 • [JerrySchubert@bhcc.com](mailto:JerrySchubert@bhcc.com)

The *New* HOPE