



### **Suncoast Offshore Grand Prix Press Coverage for Sarasota Race**

Below is an outline overview of some of the bigger areas of coverage for the Sarasota Race:

Herald-Tribune (New York Times Publication) – Offshore Grand Prix Official Guide  
Out to 78,000 readers covering Sarasota/Venice/North Port/Englewood/Charlotte – June 15, 2007  
Coverage included all home deliveries, all rack stands, and 1,500 overruns

Comcast Sports Southeast will be filming a half hour special leading up to the Race  
Coverage in 11 States - 5 Million Subscribers

WJRR Classic Rock out of Orlando doing an In-Kind Promo Pkg. on Offshore Valued at over \$28,000

Comcast running 600 in-kind .30 spots valued at over \$21,000, providing courtesy cable service to simulcast the race valued at \$7,150 for a total in-kind media package of \$28,150

SNN News 6 will be filming the Festival Parade of Boats live to 225,000 households who are Comcast subscribers.

SNN News 6 is also doing a simulcast of the Grand Prix Race back to the dry pits on a 9' X 12' display screen and to their viewers which touches approx. 225,000 households who are Comcast subscribers.

SNN News 6 television running over 1,000 in-kind .30 spots and Herald-Tribune Media Group running 8 in-kind print ads , and promoting heavily on their website for an in-kind media package of over \$30,000.

ABC 7 television running a .30 spot valued at \$10,000 courtesy of Budweiser. Potential coverage of the spot is to five counties and est. 900,000 viewers.

Radio Promo-Package with Cox Radio in Tampa 102.5 fm – Value & Coverage t/b/a

Radio Promo Package with Sunny 1220 AM Radio – Value & Coverage t/b/a

100,000 Festival Brochures are out - 8,000 were sent bulk mail to area residents

12 local newspapers and print publications running in-kind promotional ads - Est. value \$35,000

**This race is sanctioned by Super Boat International and APBA Offshore**