



Put your business
in the swing
of things.

Being in the hole is great if you're golfing, but it's a hazard if you're in the business of golf. Fortunately, advertising in the Union-Tribune can help.

Every Tuesday, on the fourth page of the U-T's sports section, **Page Fore** is the place San Diego County's avid golfers find the latest golf news, statistics and features. And, just a chip shot away is **Par 4 The Course**, which flags down readers with its bold banner, giving your ad the impact of a larger ad, but at the fraction of the cost.

Your ad on either of these golf-theme pages reaches more than 822,000 daily readers, while a four-time buy will put you in the fairway with more than 202,500 golfers. That's 63 percent of the local golfing public, whose median household income is \$69,572.

Tee off on this great opportunity. Call your Union-Tribune account manager or Doreen Bennett at (619) 293-1566. Advertising in the U-T can help keep your golf business just where you want it, funny as it sounds...well above par.

Page Fore and **Par 4 The Course**

Every **Tuesday** in Sports

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Your partner in success.

