



USTA Kentucky Advertising Rate Card

United States Tennis Association of Kentucky Calendar

The USTA Kentucky annual publication is mailed to over 9,000 USTA Kentucky members, one per household. This survival guide for the USTA Kentucky player provides tournament and league schedules, ranking, and program information, as well as the previous year's highlights. It is continually referenced throughout the year by our members and member organizations.

Full Page, color	\$650
1/2 Page, color	\$450
1/4 Page, color	\$300
Business card, color	\$150

Special Calendar Offer:

With the purchase of one advertisement, you can advertise on the USTA Kentucky website for 6 months for only \$150. Online advertisement will include logo with link.

1/4 Page Ad
\$300

Business Card
\$150

1/2 Page Ad
\$450

USTA Southern Section Demographics

General Demographics

- Adults 57% Female 43% Male
- Juniors 47% Female 53% Male
- Overall 54% Female 46% Male

Age

- 18 and under 24%
- 19-34 14%
- 35-44 22%
- 45-54 22%
- 55-64 12%
- 65 and over 6%

Household Income

- Under \$25K 1%
- \$25K to \$49K 12%
- \$50K to \$74K 18%
- \$75K to \$99K 14%
- \$100K to \$149K 35%
- \$150K to \$199K 9%
- \$200K and above 11%

Products Used on a Regular Basis

- Bottled Water 84%
- Vitamins 71%
- Iced Tea 70%
- Soft Drinks 68%
- Yogurt 65%
- Diet Drinks 58%
- Domestic Beer 50%
- Energy Food or drink 49%
- Premium Ice Cream 49%
- Imported Beer 38%
- Sparkling Water 19%

Place of Purchase of Tennis Items

- Sporting Goods Store 32%
- Tennis Specialty Store 27%
- Pro Shop 18%
- Internet 14%
- Department Store 6%
- Mail Order 2%
- Other 1%

General Topics

- Married 88%
- College or Further Advanced Degree 83%
- Own Their Home 93%
- Have Two or More Vehicles in Household 96%
- Use Internet 99%
- Use Internet Frequently 87%

Items Owned

- Personal Computer 97%
- Cell Phone 97%
- DVD Player 95%
- Digital Camera 83%
- Video Camera 76%
- Fax Machine 59%
- MP3 Player 45%
- Widescreen Flat TV 44%
- Satellite Dish 36%
- Palm Pilot or PDA 21%

Seventy-Two Percent are **More Likely** to Purchase the Product of a USTA Southern Section Sponsor because of their Support of the Section and Tennis

