



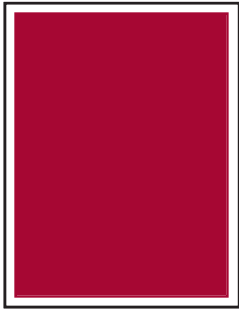
AT LAKEWOOD RANCH

rate sheet/production specs

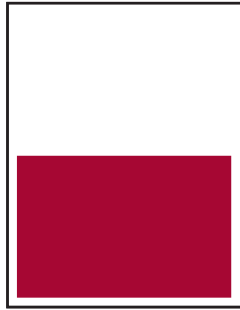
Space Reservation Deadline August 14, 2009
 Ad Artwork Deadline August 31, 2009

For Space Reservation or Sponsorship Opportunities contact:

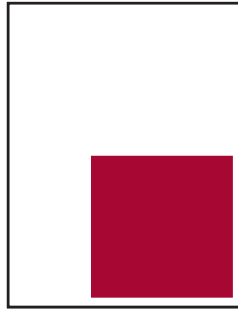
Christie Payne
 Sarasota Polo Club Phone: 941.907.0000
 8201 Polo Club Lane Fax: 941.757.5263
 Sarasota, FL 34240 christie.payne@sarasotapolo.com



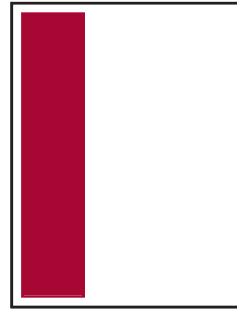
Full Page
 Trim Size: 8 1/2" x 11"
 Live Area: 7 1/2" x 10"
 Bleed: 8 3/4" x 11 1/4"



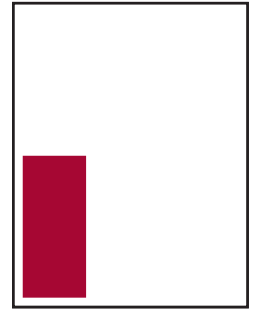
Half Page
 Ad Size: 7 3/8" x 4 7/8"



1/3 Page Square
 Ad Size: 4 13/16" x 4 7/8"



1/3 Page Vertical
 Ad Size: 2 1/4" x 10"



1/6 Page Vertical
 Ad Size: 2 1/4" x 4 7/8"

Production Requirements

- Accepted file formats are high resolution TIFF, EPS and high-resolution PDF. Source files and film will NOT be accepted and should be converted to an acceptable format.
- Artwork must be supplied on MAC-readable CD or electronically. Contact qdesign for FTP/electronic delivery options.
- All ads are 4-color process. All images must be CMYK TIFF or EPS. No RGB or JPG images.
- Convert all type to outline where applicable.
- Images should be 300 dpi.
- Spread ads should be created in one file and must provide sufficient bleeds.
- Any ads requiring additional graphic conversions or manipulation will automatically be billed at \$85/hour.

Required Proofs and Materials

- A hard copy color proof is required for each ad.
- Include a contact name, phone number and a copy of this contract to ensure proper processing.

Submit All Artwork to:

Michelle Qualley
 qdesign LLC Phone: 941.360.6604
 9604 Royal Calcutta Place FTP: Available on request
 Bradenton, FL 34202 mqualley@qdesignllc.com

Contact qdesign for any production questions or if you need assistance in ad design.

Sarasota Polo Club and qdesign LLC reserve the right to refuse any advertiser and shall not be held liable for any damages due to failure to print ad or publication. Advertisers assume all responsibility for ad content including artwork, logos, text and any unsaid errors and agree to hold Sarasota Polo Club and qdesign harmless. All ads are positioned at the discretion of publisher.

| 4/C Ad Space | Rate | Buys | Cost |
|---|--------|----------------------|-------|
| Back Cover (1) | | Reserved for Sponsor | |
| Inside Front Cover (1) | | Reserved for Sponsor | |
| Inside Back Cover (1) | \$2150 | X | _____ |
| Premium Position | \$1950 | X | _____ |
| Full Page* | \$1750 | X | _____ |
| 1/2 Page* | \$1250 | X | _____ |
| 1/3 Page* | \$950 | X | _____ |
| 1/6 Page* | \$750 | X | _____ |
| *Specific ad placement requires a 10% premium: _____ | | | |
| Total Cost: _____ | | | |
| 50% Deposit Reserves Space: _____ | | | |
| Balance Due 30 Days Prior to Publication: _____ | | | |

Contact: _____

Corporation: _____

Billing Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

 Advertiser's Signature

 Date

 Sales Representative

 Date



AT LAKEWOOD RANCH

readership & demographics

For more information contact:

Christie Payne
Sarasota Polo Club
8201 Polo Club Lane
Sarasota, FL 34240

Phone: 941.907.0000
Fax: 941.757.5263
christie.payne@sarasotapolo.com

Market & Readership

Take advantage of this unique opportunity to advertise in the 2010 Sarasota Polo Magazine. This is one of the few magazines in the world that successfully captures the attention and buying power of the high-profile audience and players of the sport of polo. Known as "the game of kings," polo holds the appeal and glamour not found in other competitive sports. The Sarasota Polo Magazine delivers to an affluent and influential audience, including professional polo players from around the world, corporate sponsors and avid fans.

This once-a-year publication is in circulation for 12 months of the year, giving your advertisement full exposure for a cost comparable to a one month rate in typical publications. This in turn, gives your advertising dollar a longer reach for less cost.

Content

The Sarasota Polo Club Magazine content focuses not only on the thrill and allure of the sport of polo and the equestrian world but also delves into features focusing on community, travel, health and art— an exciting range of features to entertain and inform our readers.

Cover

It has become a long lasting tradition for the Sarasota Polo Club to commission a new artist each year to capture the essence of the Club. The 2010 Magazine is no exception. We are honored to have Trey Bryan as this year's artist. The original oil on canvas will be auctioned off to benefit charity at the Sarasota Polo Ball on March 26, 2010. If interested please contact the Sarasota Polo office at 941.907.0000.

Circulation

Handed out to:

- General admission polo attendees throughout the 17 week season.
- All members, players, sponsors and advertisers at the Sarasota Polo Club will receive a copy.
- Many area hotels, including LWR Holiday Inn and Fairfield Inn & Suites, Hotel Indigo
- During high-profile events that draw thousands from neighboring cities and communities.

Available Free to:

- All visitors of the Lakewood Ranch Information Centers and the Lakewood Ranch home builders in their model homes.
- Lakewood Ranch Golf & Country Club, Athletic Center and Schroeder-Manatee Ranch Headquarters.
- In select businesses in Sarasota, Bradenton, and Lakewood Ranch.

Estimated total distribution: 7,000+

Sarasota Polo Club Average Overall

(Shown in radius miles)

| | 3 miles | 5 miles | 7 miles |
|------------------|-----------|----------|----------|
| Household Income | \$101,000 | \$82,328 | \$70,571 |
| Age | 45 | 44 | 43 |
| House Hold Size | 2.25 | 2.26 | 2.30 |
| Total Population | 25,502 | 81,000 | 171,613 |

Family Income

| | |
|-------------------|-----|
| \$50,000-74,999 | 5% |
| \$75,000-99,999 | 17% |
| \$100,000-149,999 | 18% |
| \$150,000-200,000 | 23% |
| Over \$200,000 | 37% |

Age

| | |
|--------------|-----|
| 45-64 | 47% |
| 44 and under | 25% |
| 64 and over | 28% |

Household

| | |
|---|--|
| 40% are retired | 65% have 2 adults in household |
| 38% work in professional or managerial jobs | 28% have 3 or more people in their household |
| 86% are married | 93%+ own a home computer, and 100% percent of those have Internet connection |

Polo Facts: Players & Enthusiasts

(Courtesy of Polo Magazine)

Household Income

| | |
|------------|-----------|
| Average | \$174,000 |
| \$500,000+ | 8.5% |
| \$200,000+ | 27.0% |
| \$100,000+ | 51.8% |

Age

| | |
|----------|-------|
| Average | 40 |
| Under 25 | 6.7% |
| 25-34 | 27.3% |
| 35-44 | 37% |
| 45-64 | 23.7% |
| 65+ | 5.3% |

Net Worth

| | |
|--------------|-----------|
| Average | \$966,000 |
| \$1 Million+ | 31.9% |
| \$500,000+ | 53.9% |

Lifestyle/Memberships other than Polo

| | |
|------------------|-------|
| Country Club | 40.8% |
| Eating/City Club | 23.4% |
| Hunt/Equestrian | 31.7% |
| Health Club | 52.8% |

Occupation

| | |
|--------------------------|---------|
| Professional/ Managerial | \$93.6% |
| Chairman/ President | \$40.5% |

Education

| | |
|------------------|-------|
| Postgrad Degree | 28.1% |
| Postgrad Study | 41% |
| College Degree | 78.6% |
| College Educated | 93.5% |

Market Value of Primary Residence

| | |
|--------------|-----------|
| Average | \$515,000 |
| \$1 Million+ | 10% |
| \$500,000+ | 31.4% |