

TO: HTA and TRA Action Officers
FROM: Zack Stommen, RTIP Student
DATE: October 16, 2009
RE: Advertising Expenditures

I am doing a comparative study of advertising expenditures at racing facilities across North America as part of my Racing Business and Financial Management class on behalf of Harness Tracks of America and the Thoroughbred Racing Associations.

This survey is designed to establish the trends of advertising dollar allocations for the industry as a whole and to give individual associations the opportunity to gauge their expenditures in relation to tracks of similar size. The analysis will segment the findings based on the average daily on track handle. The final report will not identify any facilities by name and will keep all tracks anonymous in the report.

Please send the surveys to the appropriate department(s). If you any questions, please contact me via phone at (269) 352-2811 or via email at zstommen@email.arizona.edu.

Thank you for your time,

Zack Stommen

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Please return the completed survey to zstommen@email.arizona.edu or fax to 520-529-3235

Make sure you print your survey, because some respondents have trouble saving this file with completed answers.

Advertising Expenditure Survey

Facility/Organization Name: _____

Survey Respondent and Title: _____

Phone: _____

Fax: _____

Email: _____

Survey Deadline: October 23, 2009

1. What is your track's average daily **on track** handle?

- \$99,999 and below
- \$100,000 - \$249,999
- \$250,000 and above

2. How many employees in the Marketing Department?

_____ Full-time Year-round

_____ Part-time Year-round

_____ Full-time Live Racing (Not including full-time year-round employees)

_____ Part-time Live Racing (Not including full-time year-round employees)

3. What is your total advertising budget?

\$ _____

How much of the total advertising budget was allocated to following categories?

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Newspaper \$ _____ (Total on all newspaper sub categories)

% _____

- Daily Metro \$ _____ % _____
- Daily Suburban \$ _____ % _____
- Other Daily \$ _____ % _____
- Community Weekly \$ _____ % _____
- Other Weekly \$ _____ % _____

Magazine \$ _____ (Total on all magazine sub categories)

% _____

- National \$ _____ % _____
- Local \$ _____ % _____
- Trade \$ _____ % _____
- Other \$ _____ % _____

Radio \$ _____ (Total on all radio sub categories)

% _____

- Metro \$ _____ % _____
- Local \$ _____ % _____
- Sponsored Racing \$ _____ % _____
- Sponsored Other \$ _____ % _____
- Other \$ _____ % _____

Sponsored Racing refers to programs devoted to harness racing while Sponsored Other indicates non-racing programs supported by track advertising.

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Television \$ _____ (Total on all television sub categories)

% _____

- National \$ _____ % _____
- Local \$ _____ % _____
- Sponsored Racing \$ _____ % _____
- Other \$ _____ % _____

Direct Mail \$ _____ (Total on all direct mail sub categories)

% _____

- Coupons/Special Offers \$ _____ % _____
- Newsletters \$ _____ % _____
- Other \$ _____ % _____

Outdoor \$ _____ (Total on all outdoor sub categories)

% _____

- Billboards \$ _____ % _____
- Advertising Cards \$ _____ % _____
- Window Displays \$ _____ % _____
- Yard Signs \$ _____ % _____
- Other \$ _____ % _____

-

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Online \$ _____ (Total on all online sub categories)

% _____

- Banners

o Search Engines \$ _____ % _____

o Social Networking \$ _____ % _____

o Racing Related Sites \$ _____ % _____

o Other \$ _____ % _____

- Search Engine Sponsored Links \$ _____ % _____

- E-Mail Newsletters \$ _____ % _____

- E-Mail Special Offers \$ _____ % _____

- Other \$ _____ % _____

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