

Cricket PR from GSP

Cricket Australia magazine comps and advertising on promos page

The Age giveaways in M magazine

Fairfax giveaway – The Age and SMH

Summer cricket quiz – 50 questions based on info in the book for Saturday and Sunday Herald Sun

Inside Cricket magazine - book review

Alpha – review/quiz/info

Inside Sport – Graeme Simms book review

3AW on-air support promos

6PR on air support promos

MCC members mag comp/review

MCC Members e-letter

Aussie Stadium (Sydney) eletter/publications

Borders Gift Promotion catalogue

ONLINE

<http://www.cricinfo.com> - have daily newsletter

Melbourne Cricket Club mcc.org.au

South Australian Cricketers Association - www.saca.com.au

Western Australian Cricket Association - www.waca.com.au

Tasmanian Cricket Association - www.tascricket.com.au

Cricket Victoria - www.cricketvictoria.com.au

Victorian Bushrangers - www.bushrangers.com.au

Cricket Australia - www.cricket.com.au

Cricinfo - www.cricinfo.com

International Cricket Council (ICC) - www.icc-cricket.com

The Fanatics website and e-letter fanatics.com (7000 members)

STILL TO INVESTIGATE:

3 Mobile message/ad to fans

Ad on back of cricket tickets from ticketmaster

Tram ticket ads over summer