



# KEENE STATE COLLEGE

## 2009-10 Athletics Advertising Opportunities

**H**ere is your chance to support the Keene State Owls and get your name in front of thousands of fans. Let us tell you about advertising opportunities in the game programs, on banners at the site of the game, or both. We can design an advertising package that fits your needs and supports KSC Athletics. Here are several examples:

### Advertising Packages

#### Golden Owl – \$1,600

	<i>If sold separately</i>
8' x 3' color sideline banner for soccer	\$400
4' x 3' color banner for basketball	\$400
Foursome KSC Golf Tournament	\$600
Hole sponsor KSC Golf Tournament	\$125
Four season tickets – basketball and soccer	\$200
Game program ad	<u>\$300</u>
<b>Total</b>	<b>\$2,025</b>

#### Silver Owl – \$1,100

8' x 3' color sideline banner for soccer	\$400
4' x 3' color banner for basketball	\$400
Four season tickets – basketball and soccer	\$200
Game program ad	<u>\$300</u>
<b>Total</b>	<b>\$1,300</b>

#### Bronze Owl – \$750

Four season tickets – basketball and soccer	\$200
Game program ad	\$300
<i>Your choice of either:</i>	
8' x 3' color sideline banner for soccer or	
4' x 3' color banner for basketball	<u>\$400</u>
<b>Total</b>	<b>\$900</b>

We can tailor a package to fit your needs, including billing. Please call for more information.

### Game Programs

Game programs are published for every home varsity contest (soccer, field hockey, volleyball, basketball, baseball, softball, and lacrosse). Your business card ad will appear on the back cover of each roster / program. More than 8,500 programs are printed throughout the athletic season.

#### Ad rates

<b>Game program</b>	\$300 (interior black-and-white ad)
3.5" x 1.4375"	\$400 (exterior four-color ad)

The deadline for ads is August 1, 2009. The preferred format for the game programs is a grayscale pdf file. For non-camera-ready ads, a \$25 fee will be charged for typesetting and layout. **Payment for all advertising must accompany the ad.**

### Stadium Advertising

KSC's athletic venues are the perfect places to put your business in full view of the crowd. The signs are printed to your specifications and provide excellent exposure in the stadium and the gym. The deadline for providing designs is August 1, 2008. A discount is available for multiple signs.

Advertising agreements are for two years at the following rates per year.

<b>Owl Stadium Fields</b>	8' x 3'	12' x 3'
One-year price	\$400	\$500

(Pick one: baseball, field hockey / lacrosse, soccer, softball).

<b>Spaulding Gym</b>	4' x 3'	12' x 3'
One-year price	\$400	N/A

(Includes basketball and volleyball).

### NEW! Website Advertising

With over 22 million hits and 350 thousand unique visits in the last year, the KSC athletic website provides excellent exposure for your business. With a rotating logo on the home page (limited to 6 sponsors) or on an individual sport page you will reach parents, alumni, students or anyone with an interest in Keene State athletics. Your logo, with a link to your company, will be predominantly displayed on the athletic website from August 1, 2009-July 31, 2010.

#### When combined with any of our three Advertising Packages listed above add:

Home Page	\$1,000 (limited to 6 total)
Individual Sport Page	\$750
<b>Website Only:</b>	
Home Page	\$1,500 (limited to 6 total)
Individual Sport Page	\$1,000

For more information, contact Stuart Kaufman (game programs) at 603-358-2630 or John Ratliff (other opportunities) at 603-358-2813.