



KEENE STATE COLLEGE

2008-09 Athletics Advertising Opportunities

Here 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 – \$1,550

	<i>If sold separately</i>
8' x 3' color sideline banner for soccer	\$350
4' x 3' color banner for basketball	\$350
Foursome KSC Golf Tournament	\$600
Hole sponsor KSC Golf Tournament	\$125
Four season tickets – basketball and soccer	\$200
Game program ad	<u>\$300</u>
	Total \$1,925

Silver Owl – \$1,000

8' x 3' color sideline banner for soccer	\$350
4' x 3' color banner for basketball	\$350
Four season tickets – basketball and soccer	\$200
Game program ad	<u>\$300</u>
	Total \$1,200

Bronze Owl – \$700

Four season tickets – basketball and soccer	\$200
<i>Your choice of either:</i>	
8' x 3' color sideline banner for soccer <i>or</i>	
4' x 3' color banner for basketball	\$350
Game program ad	<u>\$300</u>
	Total \$850

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

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

The deadline for ads is August 1, 2008. 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 soccer field and Spaulding Gymnasium 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.

Owl fence	8' x 3'	12' x 3'
One-year price	\$350	\$475
Spaulding Gym	4' x 3'	12' x 3'
One-year price	\$350	N/A

Fence advertising is also available for baseball, softball, lacrosse, and field hockey.

**Keene State College athletic advertising sponsorships are now fully tax deductible. Please consult your tax preparer for more information.*

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

Athletics Department • Keene State College • 229 Main Street • Keene, NH 03435-2301