



# Interboro Youth Athletic Association

## Advertising Information for Businesses and Corporations

### Benefits of Partnership:

- A customized corporate package specifically designed to meet your company's marketing needs
- Avenues to obtain local and regional visibility and awareness for your company, products and services
- Ability to penetrate a unique marketplace composed of student athletes, parents, fans and former players who are extremely loyal to the Interboro Hornets organization
- Opportunity to network with other corporate partners. Instant community credibility by association with the Interboro Hornets and its 45 year tradition of youth involvement and athletic excellence

### Partnership Opportunities:

- Game-day sponsorships
- Season-long promotions
- Athletic venue signage
- Print opportunities including schedule cards and game program advertisements

**Payment Requirements:** All first time advertisers are required to provide payment in advance of the copy deadline. Current advertisers' payments are based on Net 30 days.

**For more information, contact us @ (856) 335-1560 or [iyaa@interborohornets.org](mailto:iyaa@interborohornets.org)**

### ATHLETIC MESSAGE RATES

*For PUBLIC ADDRESS (PA) ANNOUNCEMENTS, SCOREBOARD, SIGNAGE and INTERNET RATES. (Effective April 1, 2007)*

#### PA ANNOUNCEMENTS [Football]

- One (1) announcement per game - \$25.00 per
- Three (3) announcements per game - \$50.00 per

#### FOOTBALL SCOREBOARD PEDESTAL SIGNAGE

- \$250 per panel (One Panel)
- \$500 (Two panels)
- \$1000 (Four Panels – Exclusivity)

#### INTERNET RATES • Season Sponsorship

- Patron Listing on Sponsor page: \$25
- Sponsor Listing on Corporate Club Page: \$50
- Banner Logo on Corporate Club Page: \$75
- Web Link to Corporate Site: \$100

#### FOOTBALL STADIUM SIGNAGE (Rates based on annual contract: two-year term):

- Banners (3x6) \$150.00 – Text only (up to 4 colors)
- Banners (3x6) \$250.00 – Full color photo
- Stadium Tower (6x12) \$500.00 – Full color photo

## SCHEDULE CARDS, POSTERS and GAME PROGRAMS

### SCHEDULE CARDS

Your Company can reach thousands of loyal Interboro Hornet fans and followers by sponsoring the schedule cards for the Hornets Football games. The front of the card displays all of the Interboro Hornets games. The schedule cards are business card size.

Your company will receive the back panel of the schedule card for logo, address, phone number, and URL.

#### Schedule Card Rates:

Football season schedule cards: (\*Full Color)

- 250 Schedule Cards \$100
- 500 Schedule Cards \$150
- 1,000 Schedule Cards \$250

### SCHEDULE POSTERS

Schedule posters are a great way for your company to show its support of the Interboro Hornets throughout the season.

Schedule posters are distributed throughout the area to high traffic locations.

The posters are double sided so they can be seen from the inside or outside of a business. Your company information is located at the top of the poster with logo, address, phone number, and URL.

#### Schedule Poster Rates:

Football season schedule posters: (\*Full Color)

- 25 Posters \$100
- 50 Posters \$150
- 100 Posters \$250

### The Official Souvenir Game Program for Interboro Hornets Football

ADVERTISING RATES • Copy Deadline: August 1, Current Year  
All copy is to be camera ready or compact disk ready. No exceptions.

Full Season Advertising	Single Game Advertising
<b>Color Prices</b> <ul style="list-style-type: none"> <li>• Full Page • 8 X 5 • \$500</li> <li>• Half Page • 4 X 5 • \$420</li> <li>• Quarter Page • 4 X 2½ • \$280</li> <li>• Eighth Page • 2 X 2½ • \$140</li> </ul>	<b>Color Prices</b> <ul style="list-style-type: none"> <li>• Full Page • 8 X 5 • \$125</li> <li>• Half Page • 4 X 5 • \$105</li> <li>• Quarter Page • 4 X 2½ • \$70</li> <li>• Eighth Page • 2 X 2½ • \$35</li> </ul>
<b>Black &amp; White</b> <ul style="list-style-type: none"> <li>• Full Page • 8 X 5 • \$400</li> <li>• Half Page • 4 X 5 • \$300</li> <li>• Quarter Page • 4 X 2½ • \$200</li> <li>• Eighth Page • 2 X 2½ • \$100</li> </ul>	<b>Black &amp; White</b> <ul style="list-style-type: none"> <li>• Full Page • 8 X 5 • \$100</li> <li>• Half Page • 4 X 5 • \$75</li> <li>• Quarter Page • 4 X 2½ • \$50</li> <li>• Eighth Page • 2 X 2½ • \$25</li> </ul>

### SPECIAL PLACEMENTS

- Back Cover: 150% of Full-Page, Color Rate
- Inside Front Cover: 120% of Full-Page, Color Rate
- Inside Back Cover: 120% of Full-Page, Color Rate