



## *Advertising Ratecard 2007*

*Ground Signage*

*Westcoasteagles.com.au*

*Eagle Eye*

*AFL Record*

*InStadia Signage*

# Health of the West Coast Eagles

- **2006 AFL Premiership Team**
- Club record membership base of **44,138**.
- Second largest membership in the AFL behind Adelaide Crows.
- Estimated supporter base of **717,000** Australia-wide (based on population aged 14+ Roy Morgan 2005).
- Strong match day attendance, with 11 sell-out games and an average attendance of **40,744**.
- **23.5 million** television viewers Australia wide for 2006.
- **6.35 million** television viewers watched the 11x West Coast Eagles home games at Subiaco Oval
- **3.37 million** television viewers watched the 2x West Coast Eagles home finals at Subiaco Oval.
- **4.15 million** television viewers watched 2006 AFL Grand Final.
- The West Coast Eagles were recognised as **WA's most prominent sporting brand** and voted amongst the top 10 (6th) leading brands by WA Business News in 2006.



# Ground Signage

- Place your brand amongst the action of Australia's favourite sport, AFL.
- Cost effective and simple medium to access enormous football audiences across Australia and at the game.
- Align your brand with one of the country's most popular sporting clubs.
- Stand out from the crowd at all of our sold-out home matches.

## Parapet Signage

- Located on the second level of the surrounding grandstands
- 11 West Coast Eagles qualifying home games
- Dimensions – 9.0 metres x 0.9 metres
- Investment: **\$7,650 - \$16,450** GST inclusive, price varies according to location



## ANZ Stand - Western Node Signage

- Located on Western Node of ANZ Stand
- 11 West Coast Eagles qualifying home games
- Dimensions – 48 metres x 0.9 metres
- Investment: **\$60,000** GST inclusive.



## Walk Way Signage

### Three-tier Stand

- Located within the major TV arc
- 11 West Coast Eagles qualifying home games
- Dimensions – 1.85 metres x 1.0 metres
- Investment: **\$4,650** GST inclusive.

### ANZ Stand & South West Two Tier Stand

- Located within the major TV arc
- 11 West Coast Eagles qualifying home games
- Dimensions – 1.85 metres x 0.65 metres
- Investment: **\$5,060** GST inclusive.



Westcoasteagles.com.au is fast becoming an essential information source for the club's huge and diverse supporter base. The site is continuing to grow with record high impression rates and unique visitors during the 2006 season, performing amongst the top 3 in the AFL.

## 2006

- Total page impressions of **9,105,525** (Feb to Oct 2006)
- Average monthly page impressions of **1,011,725 per month**
- Average monthly unique visitors of **113,851 per month**

Westcoasteagles.com.au will soon be sporting a new layout for the 2007 season, with two new advertising opportunities for the season. Advertising space will be available on a percentage share of rotations (Share of Voice) on the majority of pages on the site for the full duration of the season.

## Island Advertisement

### Specifications

- Size: 300 x 250px
- Flash, GIF, Static Image
- Links to external website
- Placement: Entire Season Feb – Oct

### Share of Voice / Run of Site

- 25% - \$22,500 inc GST
- 10% - \$9,000 inc GST

Fold

The screenshot shows the Westcoasteagles.com.au website interface. At the top, there's a navigation bar with 'BIG FISH' and 'WEST COAST' logos. Below that, a main content area features a large image of a player and a headline 'Arthroscopy for Judd'. To the right, there's a sidebar with 'ACCOUNT LOGIN' and '2007 BAR CUP FIXTURES'. A blue box highlights an advertisement space on the right side of the page. Below the main content, there's a 'Fold' line indicating where the page content ends. The bottom section includes a 'Leader Board Advertisement' area with various news snippets and a footer with logos for 'sgio', 'HUNGRY JACKS', 'Coca-Cola', 'PUMA', 'ANZ', and 'CAROL MID'. A blue box highlights an advertisement space at the bottom of the page.

## Leader Board Advertisement

### Specifications

- Size: 728 x 90px
- Flash, GIF, Static Image
- Links to external website
- Placement: Entire Season Feb – Oct

### Share of Voice / Run of Site

- 50% - \$36,000 inc GST
- 25% - \$19,500 inc GST
- 10% - \$8,500 inc GST

# Eagle Eye Magazine

The **Eagle Eye** magazine is produced 3 times a year in March, June and September and is distributed to just over 27,000 households with expected readership more than 50,000.

The **Eagle Eye** also appears in newsagents and retail outlets throughout Perth. The magazine has a strong editorial focus and has only a limited number of advertising positions available ensuring that your message stands out from the crowd.

## Dimensions & Rates

	Size (Width x Height)	Casual	3 issues (per)
Full page colour	210mm x 297mm (A4)	\$2,550	\$2,350
Half page colour	180mm x 130mm	\$1,550	\$1,450
Quarter page colour	180mm x 70mm	\$930	\$850
	85mm x 130mm	\$930	\$850
Sixth page colour	85mm x 85mm	\$700	\$630

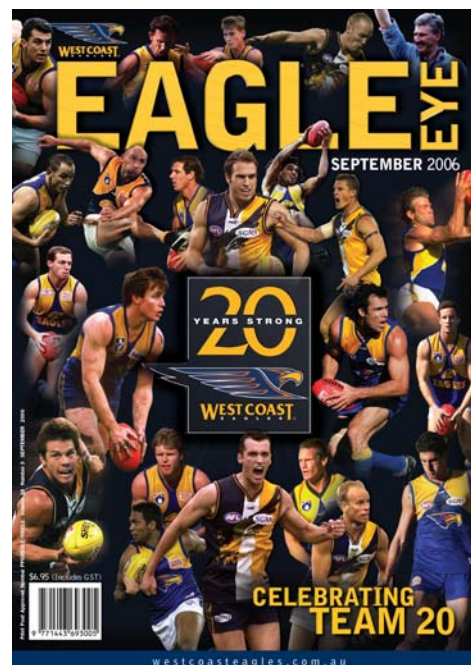
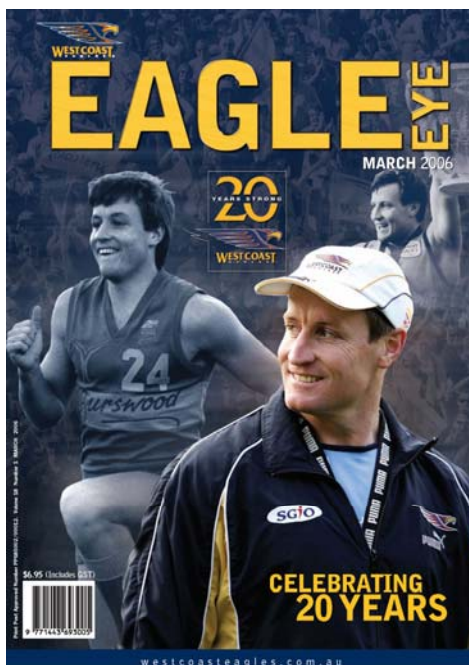
*Please note all rates include GST.*

## Deadlines

	March 2007	June 2007	September 2007
Booking	Mid January	Mid April	Mid July
Material	Mid February	Mid May	Mid August

## Artwork

- Please supply Quark XPress files in Macintosh format.
- Media should be either on CD or 100MB Zip disks.
- Include all fonts and picture files used (EPS or Tiff).



The **AFL Record** is the magazine produced for each AFL match during the pre-season competition, the 22 AFL home & away rounds and throughout the AFL finals series. This magazine is essentially a national publication but comes with a “Local Match-Day” section produced in the centre pages for each match.

The West Coast Eagles can book ¼ page and full page advertisements in the **AFL Record** for all 11 WCE and 11 FFC home matches in season 2007.

## Dimensions & Rates

	Size (Width x Height)	Casual Rate
• Full page mono (Match Day section)	275mm x 205mm	\$1,155 per match
• Quarter page mono (Match Day section)	60mm x 185mm	\$430 per game
• Full page colour (National)	275mm x 205mm	\$4,465 per game

Please note all rates include GST.

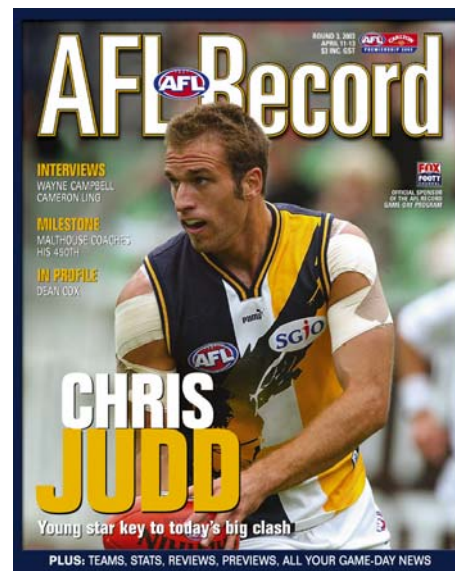
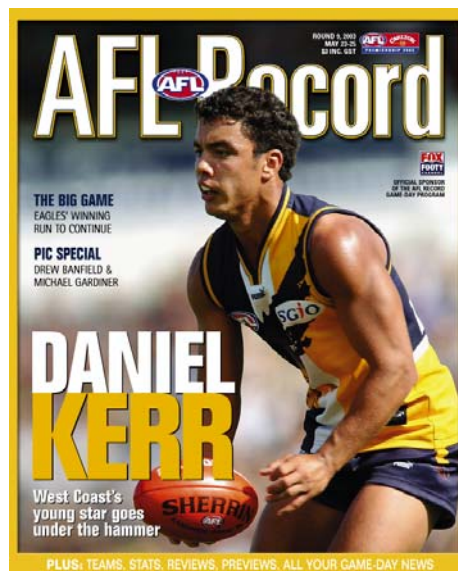
## Deadlines

Booking and Material 14 Days prior to match.

## Artwork

Materials to be supplied as a high resolution PDF file via Quickcut. Publication reference: **AFL Record**. Alternatively please provide the following on CD:

- Artwork document files.
- Adobe InDesign, Adobe Illustrator or Adobe Photoshop.
- High resolution images.
- Fonts.
- Colour proof(s).
- Ink Density – 290%.
- Screen Size – 120.



# InStadia Signage

This unique form of advertising takes the form of illuminated advertising boards positioned at the 10 major thoroughfares at Subiaco Oval. Each sign provides three advertising spots on a rotational basis, approximately 1m x 0.9m in size. The West Coast Eagles can take bookings for all WCE and Fremantle Dockers games at Subiaco Oval.

## Advertising Rates

11 home games for *either* WCE or FFC:

Ten sign package -	\$9,270
Six sign package -	\$6,100
Four sign package -	\$4,065
Three sign package -	\$3,355
Two sign package -	\$2,235

*Double the price for all 22 AFL games (WCE + FFC games).*

*Please note all rates include GST.*

## Deadlines

Wednesday of the week preceding the match

## Specifications & Artwork

Images for the rotating display must be 610mm wide x 888mm high, with the text kept 51mm away from the edges of this size.

- Files can be supplied as PDF, tiff (CMYK only), EPS, Quark, Freehand, Illustrator or Corel Draw.
- All colours must be CMYK, not RGB.





For further information please contact:

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