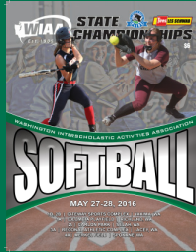
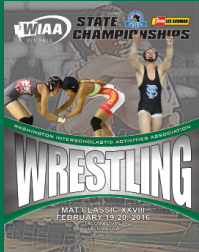




# Advertising Information

## 2016-17



## 4 Reasons to advertise in the WIAA State Championship Programs...

Each year, hundreds of thousands of fans attend the WIAA State Championships. Do not miss this opportunity to reach these students and families with your advertising message.

For more information please contact:

**Casey Johnson**  
Sports and Activities Info. Director  
cjohnson@wiaa.com  
(425) 282-5240

TO ADVERTISE [CLICK HERE](#)

1

### SUPPORT YOUR COMMUNITY

Your advertising dollars support WIAA member schools and help to ensure that the WIAA's activities continue to inspire excellence in Washington's high school students.

2

### GET STATEWIDE COVERAGE

With six (6) classifications and over 400 member schools, the WIAA High School State Championships attract participants and fans from all over the state.

3

### REACH A GROWING AUDIENCE

High school students and their families continue to be one of the most targeted marketing populations.

4

### YOUR ADVERTISING LASTS

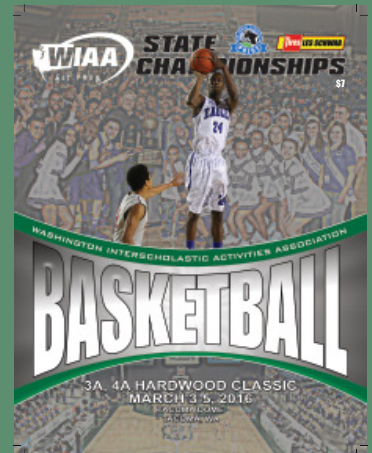
Unlike newspapers, WIAA State Championship programs are saved as keepsakes and shared with family and friends for years to come

# 2016-17 Advertising Rates



Sport	Attendance <sup>^</sup>	B/W Full Page	Half Page	Quarter Page	Art Deadline
Cross Country (Pasco)	5,442	\$400	\$300	\$200	Oct 24
Volleyball (Yakima/Lacey)	13,127	\$225	\$175	\$125	Oct 31
Girls Swimming (Federal Way)	4,198	\$225	\$175	\$125	Oct 31
Girls Soccer (Sumner/Puyallup/Lakewood)	6,496	\$225	\$175	\$125	Nov 7
Football (Tacoma)	34,650	\$525	\$450	\$275	Nov 14
Cheerleading (Everett)	3,468	\$225	\$175	\$125	Jan 16
Bowling (Tacoma)	488	\$175	\$125	\$75	Jan 23
Wrestling (Tacoma)	29,250	\$400	\$325	\$200	Feb 6
Gymnastics (Tacoma)	w/ Wrestling	\$225	\$175	\$125	Feb 6
Boys Swimming (Federal Way)	3,962	\$225	\$175	\$125	Feb 6
1B/2B Basketball (Spokane)	18,340	\$525	\$300	\$225	Feb 20
1A/2A Basketball (Yakima)	14,823	\$525	\$300	\$225	Feb 20
3A/4A Basketball (Tacoma)	28,307	\$625	\$475	\$325	Feb 20
Dance & Drill (Yakima)	4,044	\$225	\$175	\$125	Mar 13
Baseball (Tacoma/Yakima)	13,958	\$375	\$300	\$225	May 15
Softball (Tri Cities/Yakima)	9,239	\$225	\$175	\$125	May 15
Boys Soccer (Sumner/Lakewood)	4,968	\$225	\$175	\$125	May 15
2A, 3A, 4A StarTrack (Tacoma)	10,080	\$375	\$300	\$225	May 15
1B, 2B, 1A Track (Cheney)	6,934	\$375	\$300	\$225	May 15

WASHINGTON INTERSCHOLASTIC  
ACTIVITIES ASSOCIATION



To Advertise [click here](#)

PACKAGES	INCLUDES	FULL PAGE	HALF PAGE
<b>Full Package</b> (20 programs)	<b>All State Championship Programs</b> (Best Value)	<b>\$5,500</b> (\$275/ad)	<b>\$4,000</b> \$200/ad)
<b>Tacoma Dome Package</b> (4 programs)	Football, Wrestling, Gymnastics, 3A and 4A Basketball	\$1,500	\$1,250
<b>Running Package</b> (4 events)	Cross Country, StarTrack and 1B, 2B, 1A Track & Field	\$1,000	\$750

Contact Casey Johnson at (425) 282-5240 or [cjohnson@wiaa](mailto:cjohnson@wiaa) for dimensions, inside cover availability and pricing.

For ads one quarter page and larger, one free copy of the program will be sent to you after the event has occurred.

## NOTES

- \* Schools are responsible for the ad if the team participates in the event
- <sup>^</sup> Average for the last three (3) years. Does not include the participants