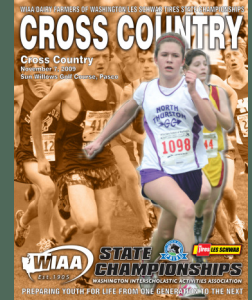
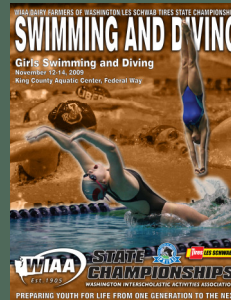
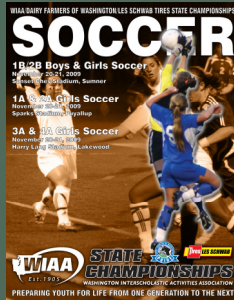
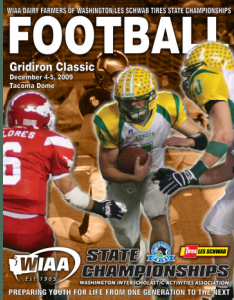




# PROGRAM ADVERTISING

## 2010-2011

WASHINGTON INTERSCHOLASTIC  
ACTIVITIES ASSOCIATION



## 4 REASONS to advertise in the WIAA State Championship Pro-

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.

To advertise in the WIAA State Championship programs, please contact:

**CONOR LAFFEY**  
Sports and Activities  
Information Manager

# 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 groups.

# 4

### YOUR ADVERTISING LASTS

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

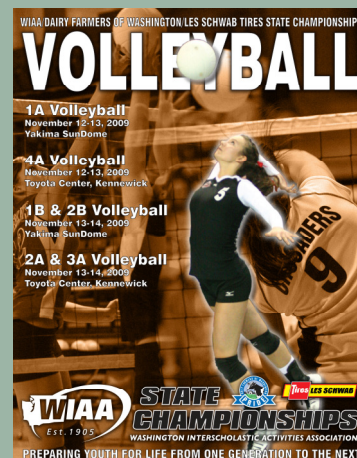
# 2010-2011 Advertising Rates



WASHINGTON INTERSCHOLASTIC  
ACTIVITIES ASSOCIATION

**BOOSTER  
CLUBS**  
**\$60\***

High school booster clubs are eligible for a text only message (1/8 of a page) for \$60. Only \$100 for two messages in the same program! Booster clubs must submit their ad by the



Sport	Attendance <sup>^</sup>	B/W Full	Half Page	Quarter	Art Deadline
ECVI & ECKC (Seattle)	8,000	\$525	\$450	\$275	Aug 24
Cross Country (Pasco)	5,200	\$400	\$300	\$200	Oct 27
Volleyball (Yakima/Kennewick)	10,500	\$225	\$175	\$125	Nov 3
Girls Swimming (Federal Way)	3,700	\$225	\$175	\$125	Nov 3
Girls Soccer (Sumner/Puyallup/Lakewood)	6,500	\$225	\$175	\$125	Nov 10
Football (Tacoma)	43,000	\$525	\$450	\$275	Nov 17
Cheerleading (Everett)	1,800	\$225	\$175	\$125	Jan 12
Bowling (Tacoma)	600	\$175	\$125	\$75	Jan 26
Wrestling (Tacoma)	32,300	\$400	\$325	\$200	Feb 8
Gymnastics (Tacoma)	w/ Wrestling	\$225	\$175	\$125	Feb 8
Boys Swimming (Federal Way)	4,100	\$225	\$175	\$125	Feb 8
1B/2B Basketball (Spokane)	16,700	\$525	\$300	\$225	Feb 23
1A/2A Basketball (Yakima)	16,900	\$525	\$300	\$225	Feb 23
3A/4A Basketball (Tacoma)	27,200	\$625	\$475	\$325	Feb 23
Dance & Drill (Yakima)	3,500	\$225	\$175	\$125	Mar 16
Baseball (Tacoma/Yakima)	19,500	\$375	\$300	\$225	May 18
Softball (Tri Cities/Yakima)	8,600	\$225	\$175	\$125	May 16
Boys Soccer (Sumner/Lakewood)	4,800	\$225	\$175	\$125	May 18
2A, 3A, 4A StarTrack (Tacoma)	9,800	\$375	\$300	\$225	May 18
1B, 2B, 1A Track (Cheney)	4,000	\$375	\$300	\$225	May 18

## PACKAGES

## INCLUDES

## FULL PAGE

## HALF PAGE

**Full Package**  
(23 events)

**All State Championship Programs**  
(*Best Value*)

**\$6,000**  
(*\$260/ad*)

**\$4,250**  
(*\$184/ad*)

Tacoma Dome Package  
(5 events)

Football, Wrestling, Gymnastics, 3A and  
4A Basketball

**\$2,000**

**\$1,500**

Running Package  
(4 events)

Cross Country, StarTrack and 1B, 2B,  
1A Track & Field

**\$1,000**

**\$750**

Call **Conor Laffey** at **(425) 282-5240** or  
[claffey@wiaa.com](mailto:claffey@wiaa.com) for  
**dimensions, inside cover availability and pricing.**

## NOTES

- \* Schools are responsible for the ad if the team participates in the event.
- <sup>^</sup> Paid attendance from ticket sales for 08-09 events. Does not include the participants.



# Program Advertising Agreement

CONTACT: CONOR LAFFEY | (425) 282-5240 | [claffey@wiaa.com](mailto:claffey@wiaa.com)

WASHINGTON INTERSCHOLASTIC  
ACTIVITIES ASSOCIATION

## FALL

EVENT	PAGE SIZE		
ECKC	FULL	1/2	1/4
CROSS COUNTRY	FULL	1/2	1/4
VOLLEYBALL	FULL	1/2	1/4
GIRLS SWIMMING	FULL	1/2	1/4
GIRLS SOCCER	FULL	1/2	1/4
FOOTBALL	FULL	1/2	1/4

## WINTER

EVENT	PAGE SIZE		
CHEERLEADING	FULL	1/2	1/4
BOWLING	FULL	1/2	1/4
WRESTLING	FULL	1/2	1/4
BOYS SWIMMING	FULL	1/2	1/4
GYMNASTICS	FULL	1/2	1/4
1B BASKETBALL	FULL	1/2	1/4
2B BASKETBALL	FULL	1/2	1/4
1A BASKETBALL	FULL	1/2	1/4
2A BASKETBALL	FULL	1/2	1/4
3A BASKETBALL	FULL	1/2	1/4

## SPRING

EVENT	PAGE SIZE		
BASEBALL	FULL	1/2	1/4
SOFTBALL	FULL	1/2	1/4
BOYS SOCCER	FULL	1/2	1/4
2A, 3A, 4A T&F	FULL	1/2	1/4

### PAGE DIMENSIONS:

**FULL BLEED:** 11.125" H x 8.625" W

**HALF PAGE:** 5" H x 7.5" W

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_  
(PLEASE INCLUDE AREA CODE)

EMAIL: \_\_\_\_\_

**On the left side of this page, please circle the program(s) and ad size (s) you will advertise in.**

PRICE: \_\_\_\_\_  
(SEE ACCOMPANYING PRICE SHEET FOR RATES)

PLACEMENT REQUEST: \_\_\_\_\_  
(FAR FRONT, RIGHT HAND READ, ETC)

We agree to advertise in the 2010-2011 WIAA State Championship game-day program indicated above. Furthermore, we agree to be financially responsible for full payment upon receipt of invoice.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_



Please return this fully completed form by mail or fax:

WIAA | 435 MAIN AVE S | RENTON, WA 98057 | FAX: (425) 687-9476

NOTES: