

Gotham Girls Roller Derby 2010 Souvenir Program Advertisements

Gotham Girls Roller Derby (GGRD) is gearing up for our sixth full-throttle season in 2010! Be one of the league's visible supporters in our wildly fun annual souvenir program. Each season's program is seen and collected by our attentive, loyal, and lovable audience. Fans bring their copies to bouts over and over to collect skater signatures at our post-bout autograph tables.

Official GGRD league sponsors are entitled to placement in the 2010 program as part of their sponsorship package. Placement is also available a la carte as per the pricing schedule below.

The annual 8 1/2" x 11" full-color program details the history of GGRD and provides an introduction to the sport and the 2010 season. Our skater-run design department produces the professional-quality program and crams it full of action photographs. The initial print run of 1500 copies will be sold at each of the league's home bouts and tournament appearances (dates TBD).

The Official Guide will include fun facts about all our players, including our 2010 rookies, our "B" team ("The Wall Street Traitors") and the #2 nationally ranked Gotham Girls All-Stars.



Above: the 2009 and 2008 GGRD programs, filled with photos, profiles, and partner info.

The 2010 program will include 48 pages of glossy magazine stock and will include player profiles, referee and Jeerleader pages, stats, explanations of rules and penalties, photos of GGRD events, sponsor features, shout-outs to our favorite charities, end-of-season honors, and 2009 season recaps. It's one-stop shopping for all things GGRD!

Add your message to one of the league's primary partner messaging vehicles. To create an especially memorable impression, **be a presenting sponsor of one of our special features in the program**, such as the all-time stats compilation, or the photo contest winners. Track your ad's success with our audience by adding your own redemption code or other custom offer.

2009 program advertisers can be part of the 2010 program at the discounted renewal rate.

2010 Program Ad Rates and Dimensions:Ad submission deadline: **March 1, 2010.**

| <i>Description</i> | <i>Dimension (inches) *</i> | <i>With Bleed</i> | <i>Rate</i> | <i>2009 Renewal Rate (20% discount)</i> |
|-------------------------------|-----------------------------|-------------------|-------------|---|
| Back Cover (1) | 8.5 x 11 | Add .125 to w x h | \$1500 | — |
| Front Inside, Back Inside (2) | 8.5 x 11 | Add .125 to w x h | \$1200 | — |
| Full Page Interior | 8.5 x 11 | Add .125 to w x h | \$1000 | \$800 |
| Half Page | 8.5 x 5.5 | Add .125 to w x h | \$500 | \$400 |
| Quarter Page | 4.25 x 5.5 | Add .125 to w x h | \$250 | \$200 |
| Eighth Page horizontal | 4.25 x 2.75 | Add .125 to w x h | \$125 | \$100 |
| Eighth Page vertical | 2.125 x 5.5 | Add .125 to w x h | \$125 | \$100 |

* The live section of the ad should be kept 1/4 inch from the edge (without bleed) to insure content visibility.

Submission Instructions:

Advertisements must be in JPEG or TIFF format at a minimum resolution of 300 dpi. Email content to creative@gothamgirlsrollerderby.com. Include name, address and phone number. If you need GGRD's creative team to lay out your ad for you, additional design charges may apply.

Payment by Check: Mail a check with your name, address and phone number payable to **Gotham Girls Roller Derby at PO Box 226, New York, NY 10014.**

Payment via Paypal: send payment to paypal@gothamgirlsrollerderby.com with subject heading "2010 Official Program Ad." Please include your name, address and phone number as well.



Above: Brooklyn Bombshell Hela Skelter signs 2008 season programs for the league's fans at a post-bout autograph table. Photo: Brendan McMullen

Program ads are included in official 2010 partnership packages, which also include web site ads, bout announcements, banners, VIP tickets, e-Newsletter announcements, and other entitlements.

For more information about being an official Gotham Girls sponsor in 2010, email sponsorship@gothamgirlsrollerderby.com.

Visit the GGRD website at www.gothamgirlsrollerderby.com -- and we'll see you at the bouts!