

Gotham Girls Roller Derby 2012 Souvenir Program Advertisements

Gotham Girls Roller Derby (GGRD) is gearing up for our eighth season in 2012! 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 2012 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 2011 championship season. Our skater-run design department produces the professional-quality program and crams it full of action photographs. Copies will be sold at each of the league's nine home bouts, plus GGRD tournament appearances and in the league's on-line merchandise store.

The Official Guide will include fun facts about all our players, including our 2012 rookies, our "B" team ("Wall Street Traitors") and the WFTDA's reigning champs, the GGRD All-Stars.



Above: covers and pages from the 2010, 2009 and 2008 GGRD programs

The 2012 program will include 32 pages of full color and will include player profiles, referee and Jeerleader pages, stats, sponsor features, shout-outs to our favorite charity partners, and end-of-season honors. It's one-stop shopping for all things GGRD!

Program ads are included in official 2012 partnership packages, which also include web site ads, bout announcements, banners, VIP tickets, e-Newsletter announcements, and other entitlements.

Add your message to one of the league's primary partner messaging vehicles. Track your ad's success with our audience by adding your own redemption code or other custom offer.

SPECIAL 2012 PROGRAM FEATURES:

To create an memorable impression, **be a presenting sponsor of one of our full-page features.** Your business can be highlighted as the presenting sponsor of favorite pages, like:

- *An Individual Team Page* – present Queens, Brooklyn, Bronx, Manhattan, the Traitors, the bout officials, the announcers, or the GGRD All-Stars!
- *The Stats Page* – compiled scoring data covering the last seven years of action



For more info about being an official Gotham Girls sponsor in 2012, email sponsorship@gothamgirlsrollerderby.com

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

2012 Program Ad Base Rates and Dimensions: Ad submission deadline: **March 1, 2012.**

Description	Dimension (inches)*	With Bleed	Rate	Renewal Rate (20% discount)
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 horizontal	8.5 x 5.5	Add .125 to w x h	\$500	\$400
Quarter Page horizontal	8.5 x 2.75	Add .125 to w x h	\$250	\$200
Eighth Page horizontal	4.25 x 2.75	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.

The 2012 season program will integrate program content and partner messaging using horizontally oriented quarter-page and eighth-page ads running below and throughout the main program content, as shown at right. Accordingly, some renewing partners may require revised ad designs.

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 "2012 Official Program Ad." Please include your name, address and phone number as well.

