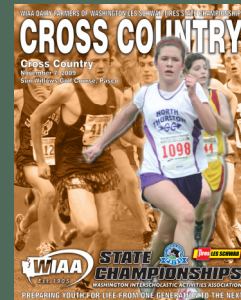
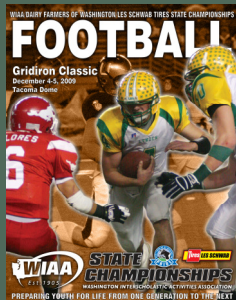




WASHINGTON INTERSCHOLASTIC
ACTIVITIES ASSOCIATION

PROGRAM ADVERTISING

2010-2011



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.

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



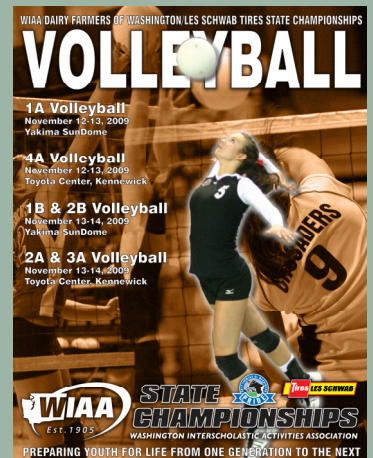
WASHINGTON INTERSCHOLASTIC
ACTIVITIES ASSOCIATION

Sport	Attendance [^]	B/W Full Page	Half Page	Quarter Page	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

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 appropriate deadline and are only responsible for paying for the ad if their team participates



PACKAGES

INCLUDES

FULL PAGE

HALF PAGE

Full Package
(20 programs)

All State Championship Programs
(Best Value)

\$5,500
((\$275/ad)

\$4,000
((\$200/ad)

Tacoma Dome Package
(4 programs)

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

\$1,500

\$1,250

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 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.
- [^] 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

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
4A BASKETBALL	FULL	1/2	1/4
DANCE & DRILL	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
1B, 2B, 1A 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

QUARTER PAGE: 4.875" H x 3.75" 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:

- All proofs and changes requested past the deadline are not required to be honored.
- Invoices will be sent after the printing of the program.