

# ADVERTISING PACKAGES

CREATIVE, INNOVATIVE ADVERTISING AND MARKETING HAS CHANGED THE FACE OF SPORT IN TODAY'S CONSTANTLY EVOLVING WORLD. STATIC ADVERTISING BOARDS, LED DIGITAL ADVERTS ARE THE KEY TO SUCCESS IN KEEPING YOUR BRAND IN FRONT OF SPORTS FANS ALL OVER THE UK.

OUR OPPORTUNITIES CAN HELP DELIVER YOUR BUSINESS THE FOLLOWING -

Creative, innovative, wide-reaching, new customer acquisition programs

Developing deep-level, personalised, shareable customer experiences

Generating high returns on your advertising and marketing brand awareness investments

Our home, the DW Stadium, is well known as one of the North of England's top venues that can host up to 25,000 Rugby League spectators on match days. It also receives countless visits from the Sky Sports & BBC TV cameras during the year.

The DW Stadium features a quality 220 metre trackside LED advertising system that shows content rich animation adverts with ultrafast refresh rates and high-definition brightness. With LIVE TV coverage for a good number of our home fixtures plus highlights coverage for the others on both SKY & the BBC plus streamed into the digital market by our very own Warriors TV plus SKY. The Club's total LIVE TV audience for 2020 was over 7.6 million for live games, via highlights programmes and various digital offerings.

There are also a few front tier static signage positions at either Try line end plus a full static 2nd tier of opportunity.

## STATIC GROUND BOARDS FOR THE FULL SEASON

TIER	PRICE
Front Tier 16' x 2' 6" sites	£3500 + vat (SOLD OUT)
Second Tier 20' x 2' 6" sites	£2500 + vat
West Stand Front Tier 16' x 2'	£1600 + vat



## LED ADVERTISING

Generally, we sell this in 2-minute packages as this gives you 6 x 20 second slots on the full system in game time for EVERY home Bet Fred Main Season Super League fixture – 2 minutes for £6500 + vat for the season.

## MATCH PROGRAMME ADVERTISING

PAGE SIZE	SEASONAL PRICE	INDIVIDUAL GAME PRICE
FULL PAGE	Seasonal £2500 + vat	Individual Match £350 + vat
HALF PAGE	Seasonal £1350 + vat	Individual Match £250 + vat
QUARTER PAGE	Seasonal £700 + vat	Individual Match £175 + vat

## BIG SCREEN AND PROGRAMME MESSAGES

The packages are as below –

The DW Stadium has recently been equipped with a permanent Big Screen. The screen is 60 square metres and is in full HD at 1920 x 1080. Actual size is: 10.24m x 5.76m (that's halfway between a 64 sheet and a 96-sheet billboard to give you a better idea on the actual size)

Messages MUST be supplied as h264 MP4 at 5Mbps or above.

BIG SCREEN AND PROGRAMME MESSAGES	
For a message in the programme with photo	£12 inc. vat
For a message in the programme and on the big screen	£48 inc. vat