



Advertising with Capital Football



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The ACT Football Federation (registered as Capital Football) is the governing body of association football (soccer) in the ACT and surrounding region. Football is the largest participant sport in the ACT with over 18 000 registered players. Capital Football is responsible for football and futsal (5 a side indoor soccer) competitions, high performance and community education programs plus a range of other activities like the McDonald's Kanga Cup International Youth Football Tournament. Capital Football also hosts the FFA Futsal National Championships and the FFA National Junior Championships and is a partner in Canberra United (who plays in the Westfield W-League).

If you are involved in providing products or services to grassroots sportspeople, sporting clubs or schools, then advertising with Capital Football will provide you with a perfect avenue to ensure your brand is top of mind with potential customers in the football community.



A Capital Football Participation Snapshot

		2007	2008	% Difference
<u>Football</u>				
Juniors (U5-18)	Female	3104	3394	9.4
	Male	8605	8535	-.1
Seniors	Female	739	827	12
	Male	2471	2569	3.8
		<u>14 919</u>	<u>15 325</u>	<u>2.7%</u>
<u>Futsal - Juniors</u>	Female & Male	1722	1703	-1.2
Seniors	Female & Male	665	759	14.1
		<u>2387</u>	<u>2676</u>	<u>12.1%</u>
<u>OVERALL TOTALS</u>		<u>17306</u>	<u>18001</u>	<u>4%</u>



The Offsider (e-magazine)

A bi-monthly e-magazine, *The Offsider* is designed to provide the football community with relevant, important and up to date information about what is happening in the sport in the Capital region. There is a fresh look and expanded distribution that reaches all 40 member clubs and beyond. See <http://www.capitalfootball.com.au/site/theoffsider.php> for a sample.

Display Advertising

Score a goal by advertising with a quarter, half or full page display in *The Offsider*. Special positions such as the outside back cover, inside front cover and inside back cover will carry rate loadings of 20% (full page bookings only).

Directory

The directory of services and suppliers will become an important reference tool for Capital Football's member organisations. It also provides smaller businesses with a lower-cost option to advertise their products and services to Capital Football member clubs and participants. Each listing in the directory will be full colour, include your logo, contact details and a short description of your business.

Advertising Rates

	Quarter Page	Half Page	Full Page	Directory Listing
One issue	\$300-	\$500-	\$900-	N/A (min. 3 months)
Three issues	\$270- each	\$450- each	\$850- each	\$100- (6 months)
Six issues	\$250- each	\$400- each	\$775- each	\$90- (12 months)

All prices shown are per insert, full colour and GST exclusive. High resolution PDF is the preferred file format for supplying advertisements.

Website

Re-launched in May 2009, the new www.capitalfootball.com.au website has seen an increase in hits with its fresh, clean and intuition based framework.

Businesses can either advertise on the home page or specifically on a page that corresponds to their market (e.g. the men's league). Traffic is very high and would prove a cost effective way to reach the various age and gender markets. The banner will rotate with other advertising – with a maximum of six advertisers at a time.

Advertising Rates

One month	\$200-
Three months	\$500-
Six months	\$900-
12 months	\$1700-

All prices shown are per web page, full colour and are quoted as GST exclusive. High resolution PDF is the preferred file format for supplying display advertisements. All artwork is to be supplied to Capital Football. Ad dimensions to be no wider than 100 pixels.

www.capitalfootball.com.au

Capital Football launched its new website on Friday, 17th April to coincide with the 2009 Season Launch. The modern and user friendly site features everything from draws, results and tables to podcasts, videos and The Offsider.



Website Statistics (since launch):

159, 457 Visits

648,111 Page Views

4.06 Avg. Pages/Visit

35,382 unique visitors

2:55 Avg. Time on Site

Top Pages on site (% of views):

- 1) Home Page (26.35%)
- 2) Men's League (24.03%)
- 3) Junior League (6.13%)
- 4) Competitions Page (5.37%)
- 5) Women's League (4.18%)

Hawker Football Centre (HFC)



Re-opened in August 2009, the Hawker Football Centre (HFC) is a synthetic all weather facility that can be used for a range of activities. The venue has lights for night training and games. Located on Walhallow Street, Hawker, the facility will feature top level Premier League games as well as modified forms of the game on a daily/nightly basis. Access to a variety of community groups such as schools is also available.

Signage

With rates available on a twelve month basis, permanent signage will allow a large amount of exposure to a high frequency of visitors to the HFC. The amount of signage on offer will need to be negotiated so as not to allow other advertisers to be disadvantaged. Furthermore it is recommended that two signs are purchased together to allow better recognition from all areas of the field.

Major (middle, corners and behind goals) sightline fence sign (3200 x 900) -	\$1500-
Minor sightline fence sign (3200 x 900) -	\$1200-
Grand Stand signs (1910 x 1070) -	\$1000-

All rates are quoted as GST exclusive

Signs are to be provided by the advertiser, or if the advertiser agrees, fence signs can be sourced by Capital Football at \$350- and Grand Stand signs for \$375 (fully installed + GST).

Advertising Disclaimer

The Offsider and Capital Football stable of websites may contain third party advertisements and links to third party sites. While all care is taken to ensure otherwise, the ACT Football Federation (registered as Capital Football) does not make

any representation as to the accuracy or suitability of any of the information contained in those advertisements or sites and does not accept any responsibility or liability for the conduct or content of those advertisements and sites and the offerings made by the third parties.

Third party advertisements and links to other sites where goods or services are advertised are not endorsements or recommendations by ACT Football Federation of the third party sites, goods or services. Your access to or use of them is at your own risk.

Contacts

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