

# Essex Cricket



## Media Pack 2012 - Branding

At The Ford County Ground, we have advertising opportunities to suit local, regional, national and international businesses



Essex Cricket is the only First Class County Side playing in the East Anglia region. We have a loyal membership of 5,600 people, when you add to this our regular ticket purchasers, general footfall through the ground and the TV coverage we receive, you are looking in the region of 2.6 million per year potentially being exposed to your brand.

### Advertising Boards

- The boards are situated around the ground, either pitchside or in high level footfall areas.
- The chance to brand your company in front of local, national and international viewers with the live games being broadcast on Sky Sports and ESPN Star India.
- In 2011 games being beamed live from The Ford County Ground totalled 84 hours of televised coverage, and attracted record viewing figures.
- Audience figures increasing year on year.
- The perfect time to brand your company at The Ford County Ground.

**Platinum** £2495 + vat  
Prime TV sites situated next to the ECB national sponsor boards

**Gold** £1995 + vat  
High national & local media coverage, situated square of the wicket

**Silver** £1495 + vat  
High national & local media coverage, situated at raised levels around the Pitch

**Bronze** £300 + vat  
High local coverage, situated in high footfall areas around the ground

### Online Advertising

- Huge local and regional interest
- Top 8% most visited cricket sites in the world.
- 3.5 million hits per year
- 80,000 unique visitors per month
- Host site of Essex TV
- Massive increases year on year

**Homepage 1 Year** £999 + vat

**Secondary Page 1 Year** £499 + vat

\*\* no restriction on content change

### Washroom Posters

A4 / A3 framed posters in the washrooms at the ground. Seen by approximately 150,000 people per year.

**1-5** = £99 + vat per poster

**6-10** = £85 + vat per poster

**30-40** = £45 + vat per poster

**50-60** = £24 + vat per poster

For information please contact:

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## Media Pack 2012 - Publications

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### Matchday Publications

#### Early Season Publication

One publication / 3,000 print run – To capture the audience from April - May early season matches. Distributed throughout all hospitality areas and sold as the popular match day magazine to an affluent audience.

- 1 x Full Page Advert = £395 + vat
- 1 x Half Page Advert = £295 + vat
- 1 x Quarter Page Advert = £195 + vat

#### Twenty20 Season Matchday Magazine

Five Publications / 12,500 Print Run – To capture the huge t20 audience on a match day - distributed throughout all hospitality areas, and sold as the match day magazine

- Full Page Adverts = £995 + vat
- Half Page Adverts = £695 + vat
- Quarter Page Adverts = £395 + vat

Prices above are for all 5 editions. Prices for individual editions are available on request.

#### Late Season Publication

One Publication / 3,000 Print Run – August to September - Distributed throughout all hospitality areas and sold as the match day magazine

- 1 x Full Page Advert = £395 + vat
- 1 x Half Page Advert = £295 + vat
- 1 x Quarter Page Advert = £195 + vat

#### Full Season Package – All three Publications

- Full Page = £1495 + vat
- Half Page = £995 + vat
- Quarter Page = £695 + vat

#### Colchester Festival Magazine

One Publication / 2,000 Print Run – August

Distributed throughout all hospitality areas and sold as the match day magazine

- 1 x Full Page Advert = £395 + vat
- 1 x Half Page Advert = £295 + vat
- 1 x Quarter Page Advert = £195 + vat

### Yearbook

The Yearbook is our annual publication, available for purchase by our members and general public. This is a collector's item. Limited Number Available.

Total Print Run: 2,500  
Readership: approx 10,000

- 1 x Full Page Advert = £500 + vat
- 1 x Half Page Advert = £300 + vat
- 1 x Quarter Page Advert = £175 + vat

### Members Magazine

Each year we print two magazines that are sent to our entire membership database of 5,600. The magazine contains all the latest news from the Ford County Ground, as well as the membership renewal form.

Winter / Spring Publication  
Spring print run: 10,000  
Winter publication: 8,000  
Readership: 21,000 per magazine

#### Single Use

- 1 x Full Page = £425 + vat
- 1 x Half Page = £300 + vat
- 1 x Quarter Page = £225 + vat

#### Combined Publications

- Full Page = £750 + vat
- Half Page = £500 + vat
- Quarter Page = £350 + vat

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