

Advertising Options

Prices effective for Season 13 | Oct 2016 - Apr 2017



Why advertise with us?

Advertising with the Minnesota RollerGirls is a reasonably priced, targeted advertising option that positions your organization in front of a diverse audience averaging 2,300 per bout.

The Minnesota RollerGirls venue and production has been named **best in the country** by Derby News Network.

The Minnesota RollerGirls are proud to promote sponsors through advertisement and other partnership opportunities. Contact sponsorship@mnrollergirls.com to learn more!

Who are Minnesota RollerGirls fans?

Average attendance of 2,300/bout

Average age of 35.6

66% female / 34% male

85% have some college education

31% have household income greater than \$75k

34% single, 38% married, 18% living w/ partner

Purchase your ad
today!
(space is limited)

Note that programs are distributed to all fans free of charge and are available for download online.



Ad Type	Option	Price	Run Date(s)	Materials Deadline	Dimensions/Resolution Specs	Formats Accepted/Resolution Required
Program Ad, Print Run #1	1/4 page, vertical	\$80.00	10/15/16 11/12/16	9/25/16	2.375"w x 3.875"h, greyscale or black and white only	150-300 DPI PDF or TIFF preferred JPG accepted
	1/2 page, horizontal	\$160.00			5"w x 3.875"h, greyscale or black and white only	
	full page, vertical	\$300.00			5"w x 8"h, greyscale or black and white only	
Program Ad, Print Run #2	1/4 page, vertical	\$160.00	12/10/16 1/21/17 2/4/17	11/28/16	2.375"w x 3.875"h, greyscale or black and white only	150-300 DPI PDF or TIFF preferred JPG accepted
	1/2 page, horizontal	\$240.00			5"w x 3.875"h, greyscale or black and white only	
	full page, vertical	\$600.00			5"w x 8"h, greyscale or black and white only	
Program Ad, Home Team Champs Program	1/4 page, vertical	\$60.00	3/4/17	2/17/2017	2.375"w x 3.875"h, greyscale or black and white only	150-300 DPI PDF or TIFF preferred JPG accepted
	1/2 page, horizontal	\$110.00			5"w x 3.875"h, greyscale or black and white only	
	full page, vertical	\$200.00			5"w x 8"h, greyscale or black and white only	
Program Ad, All-Star Bout Program	1/4 page, vertical	\$60.00	4/1/17	3/17/2017	2.375"w x 3.875"h, greyscale or black and white only	150-300 DPI PDF or TIFF preferred JPG accepted
	1/2 page, horizontal	\$110.00			5"w x 3.875"h, greyscale or black and white only	
	full page, vertical	\$200.00			5"w x 8"h, greyscale or black and white only	
Jumbotron Video	15 seconds	\$200/play	Choose from: 3/4/17 4/1/17	Deadline: 2/24/17 3/24/17	15 seconds play time, 4:3 aspect ratio, 1024x768, 100 pixel safe zone around all four sides	MPG4 on disc or Vimeo or YouTube URL; HD broadcast quality
	30 seconds	\$300/play			30 seconds play time, 4:3 aspect ratio, 1024x768, 100 pixel safe zone around all four sides	
	60 seconds	\$500/play (limit 1/bout)			60 seconds play time, 4:3 aspect ratio, 1024x768, 100 pixel safe zone around all four sides	

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Ad Type	Option	Price	Run Date(s)	Materials Deadline	Dimensions/Resolution Specs	Formats Accepted/Resolution Required
Jumbotron Static Ad	5 seconds onscreen	\$20.00	Choose from: 3/4/17 4/1/17	Deadline: 2/24/17 3/24/17	4:3 aspect ratio, 1024x768	150 DPI minimum PNG preferred JPG accepted
	10 seconds onscreen	\$30.00				
	15 seconds onscreen	\$45.00				
Jumbotron Static Ad + Announcer Shout-out	5 seconds onscreen	\$30.00	Choose from: 3/4/17 4/1/17	Deadline: 2/24/17 3/24/17	4:3 aspect ratio, 1024x768	150 DPI minimum PNG preferred JPG accepted
	10 seconds onscreen	\$50.00 (limit 1/bout)			4:3 aspect ratio, 1024x768, must provide shout-out script of 30 words max including company name	
	15 seconds onscreen	\$80.00 (limit 1/bout)			4:3 aspect ratio, 1024x768, must provide shout-out script of 40 words max including company name	
Clickable Live Bout Stream Ad (on side of streaming screen)	728x90 (single bout takeover, one spot available, positioned below stream)	\$150.00	Choose from: 3/4/17 4/1/17	Deadline: 2/24/17 3/24/17	728x90, 150 DPI, no animation, provide clickthrough URL with your ad tracking, include single pixel border around entire ad	PNG, JPG, GIF (no animation)
	120x240 (single bout takeover, two spots available, positioned to left of stream)	\$200.00			120x240, 150 DPI, no animation, provide clickthrough URL with your ad tracking, include single pixel border around entire ad	
	160x600 (single bout takeover, one spot available, positioned to right of stream)	\$450.00			160x600, 150 DPI, no animation, provide clickthrough URL with your ad tracking, include single pixel border around entire ad	
T-shirt Launcher + Shout-out	During Pre-show	\$300.00	Choose from: 3/4/17 4/1/17	Bring materials to bout by 5:30pm on bout night; late arrival does not qualify for refund	Provide t-shirts and shout-out script of 30 words max including company name	NA
From Penalty Box Area	\$350.00					
During Ref Review	\$400.00					