



WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION

5516 Vern Holmes Drive • Stevens Point, WI • 54482-8833
Phone 715-344-8580 • FAX 715-344-4241 • email info@wiaawi.org • Web site www.wiaawi.org

Jan. xx, 2013

Greetings WIAA State Tournament Supporters,

The Wisconsin Interscholastic Athletic Association wishes to extend an opportunity for you to support the State Tournaments and promote your investment in the community by advertising in the State Tournament souvenir programs or with tournament venue sponsorships during the tournaments.

We produce souvenir programs for the State Championship Tournaments that are professionally printed with rosters, team photos, statistics, results and tournament history included. In addition, we offer an opportunity show your support for the Madison-based Tournaments with a cost-savings package including each of the tournaments in Madison.

We offer sponsorship opportunities within the Kohl Center and other venues that will promote your business or organization in the community, as well as supporting the WIAA and participants that compete in the State Tournaments. We would also entertain any interest in venue sponsorships and advertising in State Tournament publications for other State Tournaments conducted throughout the state each season.

Please contact me if you have an interest in a State Tournament venue sponsorship or if you have any questions at (715) 344-8580 or e-mail at: tclark@wiaawi.org.

Also contact me at the WIAA office to have a sample WIAA State Tournament program sent to your attention for your reference. Thank you for your consideration in supporting these opportunities for student-athletes.

Best Regards,

Todd Clark
Wisconsin Interscholastic Athletic Association
Director of Communications
5516 Vern Holmes Dr.
Stevens Point, WI 54482
(715) 344-8580
tclark@wiaawi.org



2012-2013 STATE TOURNAMENT SCHEDULE AND SITE LIST

FALL STATE TOURNAMENT

	DATE	SITE
Girls Golf	October 8-9	Cherokee Country Club – Madison
Girls Individual Tennis	October 11-12-13	UW-Madison – Nielsen Stadium – Madison
Girls Team Tennis	October 19-20	UW-Madison – Nielsen Stadium – Madison
Boys Soccer	October 25-26-27	Time Warner Cable Stadium at Uihlein Soccer Park – Milwaukee
Cross Country	October 27	Ridges Country Club – Wisconsin Rapids
Girls Volleyball	November 1-2-3	Resch Center – Green Bay
Boys Volleyball	November 9-10	Wisconsin Lutheran College – Milwaukee
Girls Swimming & Diving	November 9-10	UW-Madison – Natatorium – Madison
Football	November 15-16	UW-Madison – Camp Randall Stadium – Madison

WINTER STATE TOURNAMENT

	DATE	SITE
Boys Swimming & Diving	February 15-16	UW-Madison – Natatorium – Madison
Individual Wrestling	February 21-22-23	UW-Madison – Kohl Center – Madison
Boys Hockey	February 28, March 1-2	Veterans Memorial Coliseum at the Alliant Energy Center – Madison
Girls Hockey	March 1-2	Veterans Memorial Coliseum at the Alliant Energy Center – Madison
Girls Gymnastics	March 1-2	Lincoln High School – Wisconsin Rapids
Team Wrestling	March 1-2	UW-Madison – Field House – Madison
Boys Basketball	March 7-8-9	UW-Madison – Kohl Center – Madison
Girls Basketball	March 14-15-16	Resch Center – Green Bay

SPRING STATE TOURNAMENT

	DATE	SITE
Boys Individual Tennis	May 30-31, June 1	UW-Madison – Nielsen Stadium – Madison
Track & Field	May 31-June 1	UW-La Crosse – Veterans Memorial Field Sports Complex – La Crosse
Boys Golf	June 3-4	University Ridge – Madison
Softball	June 6-7-8	UW-Madison – Goodman Diamond – Madison
Boys Team Tennis	June 7-8	UW-Madison – Nielsen Stadium – Madison
Spring Baseball	June 11-12-13	Time Warner Cable Field at Fox Cities Stadium – Grand Chute
Girls Soccer	June 13-14-15	Time Warner Cable Stadium at Uihlein Soccer Park – Milwaukee
Summer Baseball	July 19	Concordia University – Mequon

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Stevens Point, WI 54481

2012-13 ADVERTISING AGREEMENT

Name of Advertiser _____ Phone No. _____

Address _____ City _____ State _____ Zip _____

The above advertiser authorizes insertion of space in the WIAA State Tournament Program(s) listed below:

FALL SEASON

- Girls Golf
- Girls Tennis
- Girls Swimming & Diving
- Cross Country
- Boys Soccer
- Girls Volleyball
- Boys Volleyball
- Football

WINTER SEASON

- Boys Swimming & Diving
- Individual Wrestling
- Team Wrestling
- Girls Basketball
- Gymnastics
- Boys Basketball
- Boys/Girls Hockey

SPRING SEASON

- Boys Golf
- Boys Tennis
- Softball
- Track & Field
- Girls Soccer
- Spring Baseball
- Summer Baseball

Handbook, Season Regulations, Yearbook, Media Guides (3), (full pg., color if available ad placed in all)

- Outside Back Cover Inside Back Cover Inside Front Cover

1. Size of advertisement: (check one) Full Page _____ Half Page _____ Quarter Page _____ Cover _____

Color: (check one) One Color _____ Four Color - \$250 additional charge per program (if available) _____

2. Advertiser agrees to submit layout, copy, etc., for offset printing no later than _____
See enclosed schedule

3. The net contract rate for said advertisement(s) shall be \$ _____ payable by the advertiser to the WIAA not later than 30 days after invoice date. (See #7 relative to production charges, if any.) See enclosed rate sheet.

4. Advertiser agrees not to violate the WIAA policies and regulations governing advertisements in such publications which are in effect at the time this contract is signed, in particular the stipulation that no advertising can involve tobacco and alcoholic beverages and related products or lottery related materials, and WIAA reserves the right to reject undesirable copy.

5. It is expressly understood that contract space is to be used by said advertiser exclusively.

6. Printing - Advertiser must supply camera ready art with type and etch proofs pasted in position or information may be supplied by any of the following methods: Mac formatted disk in Quark Express, Zip Disk or emailed (minimum 300 DPI). Email address is jgralla@wiaawi.org

7. Production Charge - If ad material other than the above is supplied, advertiser will be charged for converting the submitted material to the above specifications, including any required design, layout, finished art, drawings, copy, retouching, typography, past-up, offset film and client alterations.

Advertiser Signature

Date

Joan Gralla, Office Manager

WISCONSIN INTERSCHOLASTIC ATHLETIC ASSOCIATION
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2012-13 ADVERTISING RATES
State Championship Programs

<u>Programs</u>	<u>Inside Full Page</u>	<u>Inside 1/2 Page</u>	<u>Inside 1/4 Page</u>	<u>Space Deadline</u>	<u>Copy Deadline</u>
<u>Fall Sports</u>					
*Girls Tennis	\$275	\$225	\$ 150	09-07-12	09-14-12
*Girls Golf	275	225	150	09-07-12	09-14-12
Cross Country	325	250	200	09-07-12	09-14-12
Boys Soccer	300	225	150	09-07-12	09-14-12
Girls Volleyball	325	250	200	09-07-12	09-14-12
Boys Volleyball	275	225	150	09-07-12	09-14-12
*Girls Swimming/Diving	275	225	150	09-07-12	09-14-12
*Football	525	375	300	09-07-12	09-14-12
<u>Winter Sports</u>					
*Boys Swimming/Diving	275	225	150	01-04-13	01-18-13
*Individual Wrestling	500	375	300	01-04-13	01-18-13
*Team Wrestling	275	225	150	01-04-13	01-18-13
*Boys/Girls Hockey	325	250	200	01-04-13	01-18-13
Gymnastics	275	225	150	01-04-13	01-18-13
Girls Basketball	500	375	325	01-04-13	01-18-13
*Boys Basketball	550	425	350	01-04-13	01-18-13
<u>Spring Sports</u>					
*Boys Tennis	275	225	150	04-19-13	05-03-13
*Boys Golf	275	225	150	04-19-13	05-03-13
Track & Field	450	325	275	04-19-13	05-03-13
Spring Baseball	325	250	200	04-19-13	05-03-13
Girls Soccer	275	225	150	04-19-13	05-03-13
*Softball	325	250	200	04-19-13	05-03-13
Summer Baseball	275	225	150	04-19-13	05-03-13
TOTAL	\$7,475	\$5,825	\$4,350	(All Programs)	
*TOTAL	\$4,150	\$3,250	\$2,400	(Madison Programs Only)	
15% Discount	\$6,354	\$4,951	\$3,697	(All Programs)	
*6% Discount	\$3,901	\$3,055	\$2,256	(Madison Programs Only)	

There also is an option to advertise on the cover pages of our other publications (Handbook, Season Regulations, Media Guides and Yearbook). For your ad copy to be placed in all these publications the pricing is as follows: Back outside cover \$10,000; back inside cover \$8,000; front inside cover \$7,000.

AD COPY SPECIFICATIONS

1. Requests for specific locations will be honored on first-come, first-served basis
2. Above rates do not include production charges such as artwork, copy, layout and color separations. Advertiser must pay ad preparation and other miscellaneous charges. All rates are net.
3. Program overall page size 8 1/2" wide x 11" deep (trim) 8 3/4" wide x 11 1/4" deep (bleed).
Half page size 7 1/2" wide x 4 3/4" deep and quarter page size 3 5/16" wide x 4 3/4" height.
4. Payment of invoices due 30 days following date of invoice.
5. Additional information on request contact Joan Gralla, WIAA, 5516 Vern Holmes Dr., Stevens Point, WI 54482-8833 (715) 344-8580.

2012-13 PROGRAM DISTRIBUTION

STATE TOURNAMENT EVENT	NUMBER OF PROGRAMS PRODUCED
BASKETBALL - BOYS	8,500
BASKETBALL - GIRLS	4,500
CROSS COUNTRY	2,200
FOOTBALL	4,000
GOLF - BOYS	700
GOLF - GIRLS	400
GYMNASTICS	900
HOCKEY (BOYS & GIRLS)	1,400
SOCCER - BOYS	800
SOCCER - GIRLS	800
SOFTBALL	1,700
BASEBALL - SPRING	1,500
BASEBALL - SUMMER	700
SWIMMING & DIVING - BOYS	1,300
SWIMMING & DIVING - GIRLS	1,300
TENNIS - BOYS	700
TENNIS - GIRLS	700
TRACK & FIELD	4,700
VOLLEYBALL - BOYS	800
VOLLEYBALL - GIRLS	2,200
WRESTLING - INDIVIDUAL	5,500
WRESTLING - TEAM	1,300
TOTAL	46,600