



FREMANTLE
DOCKERS

**STADIUM SIGNAGE
AND
DIGITAL ADVERTISING
2013 RATE CARD**

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INTRODUCTION

Build your association with Australia's number one sporting code and reap the benefits of advertising to a passionate and committed consumer base. With exceptional national TV exposure, a media rich website, social media followers, and of course a captive match day audience at Patersons Stadium, your advertising message has never been more visible.

2012 Key Signage Stats

- » Average TV audience of 655,733
- » Peak home TV audience of 1,305,557 v Carlton Round 5
- » A national supporter base of 429,000 (Roy Morgan survey)
- » 42,919 members
- » Free to air and pay TV match coverage on Channel 7 and Foxtel on a weekly basis
- » Additional TV coverage on extensive news, press and sports feature programs

2012 Key Website Stats

- » Average 85,000 unique visits per month
- » Average 35,000 videos viewed per month
- » Average 390,000 page views per month

Social Media Stats (as of 1-10-12)

- » 63,275 Facebook followers
- » 15,707 followers on Twitter
- » 4,976 posted tweets
- » Average 'people talking about us' = 740/day
- » Average page engaged users = 1,842/day
- » Average total reach = 24,274/day

Note:

- » All LED and stadium signage is for all 11 qualifying season home games at Patersons Stadium
- » All prices quoted are inclusive of GST

LED ANIMATED ADVERTISING

With a peak home TV audience of 1.3 million and an average of 655,733 viewers per home game, LED advertising delivers your company the opportunity to engage with a captive national audience whilst they are glued to the television, as well as capture the imagination of more than 43,000 fans at the game. LED provides brilliant, high resolution and ultra-fast digital advertising images, linked into a seamless 120m banner face. It also delivers the flexibility to tailor different advertising messages to suit your current campaign.

LED PERIMETER SIGNAGE - 11 QUALIFYING HOME GAMES

<i>Premium Package</i> (min 12 x 40 second rotations per game) over 120m	\$90,850
<i>Standard Package</i> (min 12 x 20 second rotations per game) over 120m	\$52,000
<i>Half-Time Package</i> (1 minute rotations) Perimeter 120m	\$6,800

Why not bundle a Fremantle Docker website campaign into your marketing mix? Check out our Product Package on page 11.



SIGNAGE AT PATERSONS STADIUM

Do you want to capitalise on the support of Australia's number one football code? Do you want your clients to see your signage from your corporate facility at Patersons Stadium? If the answer is yes then stadium signage provides you the perfect opportunity to engage with our membership base of more than 42,000, our national supporter base of 429,000 and an average TV audience of 594,745 viewers per game. Stadium advertising is a proven and cost effective way to expose your business to a large, passionate and engaged audience, at the game and on television.

PRIME TELEVISION SIGNAGE

Perimeter Fence (9m x 0.9m) \$38,700

TV ARC PARAPET SIGNAGE

Two Tier Stand (9m x 0.9m) from \$14,415 to \$17,470
NAB Stand (various) from \$11,230 to \$15,590

NON TV STADIUM SIGNAGE

Perimeter Fence (9m x 0.9m) \$13,000
Two Tier Stand, Parapet (9m x 0.9m) \$9,610

Note: All prices quoted are for 11 qualifying home games.

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FREMANTLEFC.COM.AU ADVERTISING

The Fremantle Dockers official website provides engaging and unique content and a rich media experience for our dedicated and loyal audience. The site is a platform for users to interact with the club via online tools such as video, social media and much more. Fans regularly check for the latest news, fixtures, team line-ups, live scoring and competitions. Advertising on fremantlefc.com.au offers brands, products and services the opportunity to interact with a huge football fan base through targeted and integrated campaigns.

Home Page Advertising

The first port of call for Fremantle Dockers fans to interact with the club via the latest news, team statistics and Docker TV.

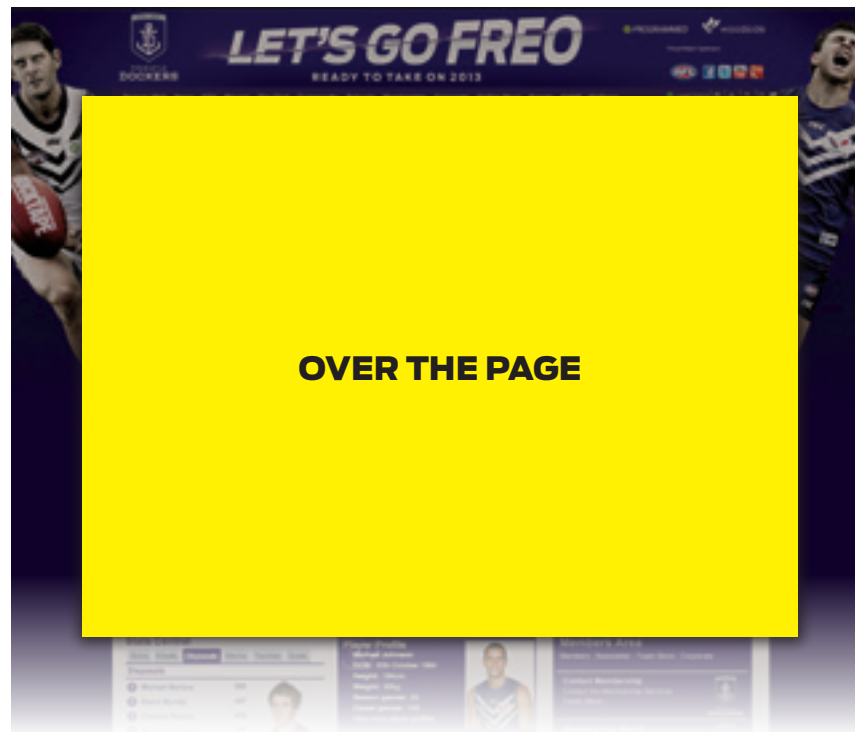
Property	% of Voice	Per Month Price	Per Year Price
MREC 1	25	\$1,800	\$18,000
MREC 2	25	\$1,500	\$14,400
Leaderboard	25	\$1,000	\$10,000
Docker TV Video	100	\$1,000	\$12,000



Over The Page Advertising

Rich media solutions such as over the page advertisements are a fantastic and dynamic way to capture your audience. Capped at 500,000 impressions, an over the page advertisement is the ideal way for your brand to be front and centre on the Fremantle Dockers homepage. This opportunity is limited to only two companies per year.

Property Type	Property	% of Voice	Per 500,000 impressions
Interactive Media	Over The Page	100	\$20,000



E-Newsletter Advertising

The club e-newsletter is emailed to Fremantle Docker fans weekly throughout the season. These e-newsletters are very successful in achieving cut-through with average open rates of 23 per cent and click through rates of six per cent.

Property Type	Property	Subscribers	Price per issue
Interactive Media	Freo Matters	17,000 Members	\$500
Interactive Media	Corporate Matters	500 Corporate Companies	\$500





Other Advertising Options

The club also offers a range of advertising opportunities including full and part page space in *Docker* magazine, which is sent to more than 20,000 households three times a year. We also have a number of promotional vehicles for membership offers. Examples include providing sample product for our Fremantle show bags, distributing marketing material at Patersons Stadium or promoting 'membership only' specials via our regular Freo Matters newsletters.

Property Type	Property	Price per issue
Docker Magazine – full page	Magazine	\$1765
Docker Magazine – half page	Magazine	\$1325
Docker Magazine – quarter page	Magazine	\$885
Member Offers	Various	POA

MATCH DAY PRECINCT ADVERTISING

The Fremantle Dockers can offer advertising clients the opportunity to engage directly with our fan base on match days via precinct marketing activity. The precinct at Patersons Stadium is a high traffic area and ideal for promoting your brand, special offers or products.

Ideal for:

- » Mascots
- » Booths/Tents
- » Giveaways
- » Stunts
- » Distributing marketing collateral
- » Competitions
- » Data capture

Blockbuster Games = \$10,000

Other Games = \$6000

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ADVERTISING PACKAGES

This year we launch four new advertising packages designed to deliver cut through across all the club's advertising mediums – LED animated advertising, static advertising, precinct activity and website advertising.

Taster Package = \$12,000 (RRP \$14,110)

- » Two Tier Stand parapet sign, Northern Side measuring 9m x 0.9m
- » 3 month Fremantle Dockers MREC 25 per cent voice website advertising package

Club Premium Package = \$30,000 (RRP \$31,582)

- » NAB Stand, Parapet sign positioned within the TV Arc, measuring 9m x 0.6m
- » Two Tier Stand Parapet sign, Northern Side measuring 9m x 0.9m
- » 3 month Fremantle Dockers MREC 25 per cent voice website advertising package

Product Package = \$15,000 (RRP \$17,500)

- » 2 Match day precinct activity marketing packages
- » 1 month Fremantle Dockers MREC 25 per cent voice website advertising package

Premiership Package = \$60,000 (RRP \$72,232)

- » LED advertising campaign, minimum of 10 x 20 second rotations over 120 metres
- » NAB Stand, Parapet sign positioned within the TV Arc, measuring 9m x 0.6m
- » 6 month Fremantle Dockers MREC 25 per cent voice website advertising package

Note:

- » All LED and signage is for the 11 qualifying season home games at Patersons Stadium
- » These packages include production of one set of artwork for static signs
- » These packages include production of one 20 second animated ad for the LED screens



FREMANTLE
DOCKERS

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