

C.R.A.S.H.-B. Sprints 2010 World Indoor Rowing Championships

Sunday, February 14, 2010

Agganis Arena, Boston University



Special Invitation for Vendors, Program Advertisers and Website Advertisers

Reach more than 2,000 international competitors, 3,000 spectators, and MANY thousands of website viewers with your ads. A select group of vendors will be on display. The vendor area will be on the upper level at Agganis Arena as in previous years.

Please see the Agganis Arena website at www.bu.edu/agganis/about/arena/information.html.

New for 2010:

This year, we are supporting our vendors and advertisers by giving you choices. **New: Website advertising space. New: Bundling opportunities. The more you purchase, the more you save.** Participate in this international event as a Vendor, print Advertiser and web site Advertiser. Do all three and reach more. Options can be purchased individually or bundled (for a discount).

Three options: (See specifications below)

Vendor Space –

Table (\$150)

Large display space (\$450)

Program Ad –

1/4 page (\$100)

1/2 page (\$175)

Full page ad (\$225)

Web Ad –

Small box 125w x 125h (\$50)

Medium box 250w x 125h (\$100)

Banner 486w x 60h (\$200) – only 1 banner spot available in 2010.

VENDOR SPACE AT EVENT

Note: Vendor space entitles your company to display logo on CRASH-B vendor page with link to your site's home page. This is not a web site ad. Web site ads will appear on multiple pages.

- One table \$150 – small vendor space.
- 15' x 15' self-contained set-up (includes 1 table and electricity) \$450 – for display of boats, equipment, clothing on racks, and other large displays.
- Additional tables for 15' by 15' space= \$100 per table

Specifications:

PROGRAM AD SPACE:

Ads should fit within the size specifications below. **All ads are black and white.** No bleeds. Ads with heavy ink (i.e. large black spaces) will be charged more than the standard ad rate.

C.R.A.S.H.-B. will let you know if your ad will be subject to a higher rate before printing. Ads can be either electronic (highly preferred) or hard copy. Accepted electronic formats are high res PDFs or tifs. All fonts and art **MUST** be included. Accepted hard copy should be black and white, 300 dpi, on photo paper. **All artwork is due by December 31, 2009. This is an absolute drop-dead deadline.**

- 1/4 page (2 1.2" wide by 4" high) \$100
- 1/2 page (5" wide x 4" high inches) \$175
- Full page (5" wide x 8" high inches) \$225
- Inside back cover (5" wide x 8" high inches) \$250

WEB SITE ADVERTISING/ NEW THIS YEAR!

Fixed ads – will show up on multiple pages of web site. Files for web ads must be .png or .jpg.

Web ads will post immediately with launch of NEW crash-b.org web site.

Small ad box 125w x 125h (\$50)

Medium as box 250w x 125h (\$100)

Banner 486w x 60h (\$200) – only 1 banner spot available in 2010!

SAVE! A BUNDLE with a Bundle-

Reach more customers. The more you purchase, the more you save.

- Program/Web Bundle– save \$25 off total if purchased separately
- Vendor Space/Web Ad Bundle – save \$25 off total if purchased separately
- Vendor Space/Program Bundle – save \$25 off total if purchased separately
- Trifecta Bundle – Vendor Space/Program Space/Web Ad
 - save \$25 if you have purchased a Small Vendor Space
 - save \$50 if you have purchased a Large Vendor Space

ALL RESERVATIONS (vendor space and/or ads) due by Dec 31, 2009

Contact Margot Zalkind 413 585 9445/ Margot@crash-b.org) with any questions and to book your space. To reserve your vendor booth and/or program and website advertisement space, please send in your complete fee (based on the above information) payable to CRASH-B Sprints. Fees are due by January 22, 2010.

Send fees to: CRASH-B Sprints, P.O. Box 381972, Cambridge, MA 02238-1972