

Media Kit 2010



SOUTH AUSTRALIAN FOOTBALL

OFFICIAL GUIDE

# BUDGET

# BUDGET

SANFL 2009 'be active' GRAND FINAL

# BUDGET

SOUTH AUSTRALIAN FOOTBALL BUDGET - SOUVENIR EDITION - \$5

**BATTLE OF KINGS**

CENTRAL v STURT - AAMI STADIUM - SUNDAY OCTOBER 4 - VOL 84 No 27

## NOVEMBER 26 - THE AFL NATIONAL DRAFT

IT'S A DATE crawled on many a young footballer's calendar across South Australia and one that will determine the future of a fortunate few.

SANFL Talent Manager Brenton Phillips believes up to 15 young South Australians may find new AFL homes this year. If his prediction is correct, then the 2009 SANFL up-and-comers will top last year's bumper 13-draftee crop. "Last year was probably a little bit stronger but because we had

such a great U18s Carnival this year, the success pushed a few more names into the minds of recruiting staff," Phillips said. "A few of the boys have had some pressure placed on them this year and it's the way they deal with it which will determine how they go in the future." South Australia came second in the 2009 AFL NAB U18s Championships, winning all games apart from its clash against Western Australia's team, which went on to win the carnival.

### STICKS' FOUR LIKELY FIRST-ROUNDERS

**Jack Trengove - Sturt Football Club**  
Date of birth: 2/9/1991 - Height 185cm, Weight 86kg

Ticks all the boxes required to play AFL football - composure, skill efficiency, temperament. Shows extremely good leadership.

**Luke Tapscott - North Adelaide Football Club**  
Date of birth: 28/6/1995 - Height 182cm, Weight 86kg

Well-developed young man that has been able to stamp his authority on the game with his strength and aggression at the ball. Elite kicker of the ball.

**Matthew Panos - Norwood Football Club**  
Date of birth: 25/1/1991 - Height 192cm, Weight 81kg

Very good forward who can take strong contested marks and a long accurate kick on goal.

**James Craig - North Adelaide Football Club**  
Date of birth: 10/4/1995 - Height 195cm, Weight 92kg

Developing young ruckman. Key possession player who has a very good leap when rucking.



Jack Trengove.

From the Championships, 13 players were chosen to attend the AFL Draft Camp in early October.

Without doubt, one player thrust into the spotlight after SA's performance was Sturt Football Club's Jack Trengove.

His stint as SA captain and subsequent All-Australian selection garnered him column inches in local and interstate dailies.

Phillips said he expected Trengove to be the state's top draft pick.

"He has some outstanding qualities in terms of getting the job done - he's been getting his hands on the football a lot for

Sturt this year," he said.

North duo James Craig and Luke Tapscott, along with Norwood's Matthew Panos, were also big athletes likely to be snapped up early," Phillips said.

"Other players under the microscope will be Alex Carey (Glenelg), Jack Hannah (Central), Daniel Menzel (Norwood) and Byron Sumner (Eagles).

"An overage player who I think would have potential is Brayden O'Hara from Central - he kicks the ball really nicely and has shades of Stuart Dew.

"He's about 22 now and I'd see him fitting into the AFL system."

**P**

Family Law	<b>Patrick Liptak</b>
Criminal Law	<b>Barrister and Solicitor</b>
Injury Law	61 Carrington Street Adelaide - Telephone (08) 8237 0541

*B.Y.O. cutlery.*

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IT'S A LITTLE BIT fancy

Announcing our new specialty dish Grand Angus™ - with a thick, tender patty of succulent, full-bodied Australian beef, gourmet salad leaves, ripened tomato, red onion garnish and a lively infusion of mustard and mayonnaise, all enclosed by pillows of soft sourdough. It's a great big taste and a little bit fancy.

McDonald's, South Australia is a proud partner of the SANFL.

AVAILABLE AFTER 10:30AM

**GET A FREE SMALL SUNDAE WITH THE PURCHASE OF ANY GRAND ANGUS™ OR MIGHTY ANGUS™ McVALUE MEAL®**

Valid until 31/10/09 at McDonald's Restaurants in South Australia.

Hand in this voucher to receive offer. Limit of one voucher per person per day. Not to be used to discount any other offer. Available after 10:30am. Only original vouchers will be accepted.



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## At a glance 2010

### Football Budget

Acclaimed as one of the best publications of its type in Australia, the SA Football Budget is the official publication of the South Australian National Football League and is published weekly throughout the football season.

Comprising 32 pages, plus a bumper 84-page souvenir edition for the Grand Final, the Budget is sold at the gate of every ground during the minor round and throughout the finals series.

Over 95% of Budgets are purchased at matches (the rest are bought at city newsstands every Friday), with research showing almost all are taken home after the game and read, on average, by three people.

### Demographic

The SA Football Budget is read by players and supporters alike and is the weekly digest for all local footy fans.

SANFL football supporters come from a wide demographic representation, from young families to individuals and businesses. There is also a component of parochial supporters who have supported their local team as part of their family culture for generations.

### Timing

The 2009 SANFL home-and-away season starts in late March and continues for 23 weekly rounds. The season concludes with four weeks of fast-paced major round action, culminating in the Grand Final which will be played at AAMI Stadium on October 3.

### Regular magazine features include:

- A feature article addressing the major issues in SANFL football.
- 'Be Active' Star Player of the Year & R.O. Shearman Medal
- On the Spot (light-hearted question-and-answer probe of SANFL players)
- Profiles on players, coaches, officials and supporters
- All the weekly scores and best players from the Reserves, Under 19 and Under 17 competitions.
- All the photos from around the grounds



# Deadlines 2010



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## Round - 1

Booking Fri 19th Mar  
 Material Tues 23rd Mar  
 Publication Fri 26th Mar

## Round - 2

Booking Fri 26th Mar  
 Material Tues 30th Mar  
 Publication Thurs 1st April

## Round - 3

Booking Thurs 1st April  
 Material Tues 6th April  
 Publication Tues 9th April

## Round - 4

Booking Fri 9th April  
 Material Tues 13th April  
 Publication Fri 16th April

## Round - 5

Booking Fri 16th April  
 Material Tues 20th April  
 Publication Fri 23rd April

## Round - 6

Booking Fri 23rd April  
 Material Tues 27th April  
 Publication Fri 30th April

## Round - 7

Booking Fri 30th April  
 Material Tues 4th May  
 Publication Fri 7th May

## Round - 8

Booking Fri 7th May  
 Material Tues 11th May  
 Publication Fri 14th May

## Round - 9

Booking Fri 14th May  
 Material Tues 18th May  
 Publication Fri 21st May

## Round - 10

Booking Fri 21st May  
 Material Tues 25th May  
 Publication Fri 28th May

## Round - 11

Booking Fri 28th May  
 Material Tues 1st June  
 Publication Fri 4th June

## Round - 12

Booking Fri 4th June  
 Material Tues 8th June  
 Publication Fri 11th June

## Round - 13

Booking Fri 11th June  
 Material Tues 15th June  
 Publication Fri 18th June

## Round - 14

Booking Fri 18th June  
 Material Tues 22nd June  
 Publication Fri 25th June

## Round - 15

Booking Fri 25th June  
 Material Tues 29th Jun  
 Publication Fri 2nd July

\* Deadlines subject to change \* NOTE Cancellations MUST be received in writing by the booking date.



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## Deadlines 2010

<p>Round - 16</p> <p>Booking Fri 2nd July                      Material Tues 6th July                      Publication Tues 9th July</p>	<p>Round - 17</p> <p>Booking Fri 9th July                      Material Tues 13th July                      Publication Fri 16th July</p>	<p>Round - 18/19 Split Round</p> <p>Booking Fri 16th July                      Material Tues 20th July                      Publication Fri 27th Aug</p>
<p>Round - 20</p> <p>Booking Fri 6th Aug                      Material Tues 10th Aug                      Publication Fri 13th Aug</p>	<p>Round - 21</p> <p>Booking Fri 13th Aug                      Material Tues 17th Aug                      Publication Fri 20th Aug</p>	<p>Round - 22</p> <p>Booking Fri 20th Aug                      Material Tues 24th Aug                      Publication Fri 27th Aug</p>
<p>Round - 23</p> <p>Booking Fri 27th Aug                      Material Tues 31st Aug                      Publication Fri 3rd Sept</p>	<p>Elimin/Qual Final</p> <p>Booking Fri 3rd Sept                      Material Tues 7th Sept                      Publication Fri 10th Sept</p>	<p>1st &amp; 2nd Semi Final</p> <p>Booking Fri 10th Sept                      Material Tues 14th Sept                      Publication Fri 17th Sept</p>

\* Deadlines subject to change \* NOTE Cancellations MUST be received in writing by the booking date.



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**Terms & Conditions:**

The publishers reserve the right to refuse, cancel or to revise any advertisement to accord with the standards of the publication. They accept no liability whatsoever for any loss or damage caused by an error or inaccuracy in the printing of any advertisement and do not give any undertaking that an advertisement will be inserted by any specific date, although every effort will be made to meet the requirements of the advertisers. While the publishers will take every care with the original material and transparencies, they will not be liable for any loss or consequential loss. In the event of copy not being supplied on time, the publishers reserve the right to repeat any previous advertisement at the advertiser's expense. A 25% cancellation fee will apply to all cancellations made after booking deadline.

All advertisements in the publication will be accepted only on the express condition that the advertiser warrants that the advertisement does not in any way contravene the provisions of the Act.

## Rates 2010

Size	Full Rate	Mono
Full Page	\$1,050 + GST	\$850 + GST
1/2 Page	\$790 + GST	\$630+ GST
1/4 Page	\$420 + GST	\$350 + GST
Strip Ad	\$210 + GST	\$170 + GST

**Inserts**

Price on application.

**Design Service**

We have an in-house graphic design department which is available for the development of advertising concepts, production and graphic solutions. We also specialise in web development.

**Discounts**

Applicable for long term bookings.

**Conditions**

All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production.



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# Specifications 2010

Full Page	1/2 Page H	1/2 Page V	1/4 Page H	1/4 Page V	Strip
Trim Area 170mm x 240mm	Trim Area 160mm x 115mm	Trim Area 79mm x 230mm	Trim Area 160mm x 58mm	Trim Area 79mm x 115mm	Trim Area 160 x 38mm
Type Area 160mm x 230mm	Type Area 150mm x 110mm	Type Area 69mm x 220mm	Type Area 150mm x 48mm	Type Area 69mm x 110mm	Type Area 150mm x 28mm
5mm bleed	No bleed	No bleed	No bleed	No bleed	No bleed

  

Key - Trim Area ■	Type Area ■	Bleed □			

**Supplied Material** - Artwork can be sent via email or delivered on CD/DVD media. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space (RGB artwork will not be accepted). When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign/Illustrator or other layout/creative formats, please include all resources (i.e. images and fonts).