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prizes.  
Bigger  
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Panasonic

AAMI STADIUM

The best end of the day

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END

POWER  
BALL

It could change your world.

POWERBALL

Media Kit

AAMI STADIUM

**SUPERSCREEN**



BoylenMedia

**AAMI STADIUM**

## At a glance

Situated in the North Eastern and Southern corners of the ground, the AAMI Stadium Superscreens reach a captive and enthusiastic audience of up to 55,000 people.

Both business and consumer viewers are exposed to Superscreen advertising as telecasts are made to TV monitors throughout all eating and leisure areas, and the 252 corporate facilities on site. This marks the highest level of exposure in Australia relative to its capacity.

The AAMI Stadium Superscreens can enhance branding and support existing television campaigns as well as provide an invaluable link with the AFL.

### Capabilities include:

Television Commercials, Pull Through Messages, and Static Billboards.

### Superscreen Scheduling

Television Commercials (TVCs): 60 second, 30 second, 15 second. placed in short commercial breaks just prior to the start of the game, during Quarter, Half and Three-Quarter Time and immediately after the game.

### Pull Through Messages:

10 second messages containing less than 8 words and logo (recommended) Relying on repetition, these messages

are played at the bottom of the screen during the live action of the game.

They are available in 4x10 second packages and 8x10 second packages.

### Static Billboards – with live voice over:

Similar to outdoor billboards, Static Billboards have the added capability of live voiceovers. They can be effective and economical to produce.

### **AAMI STADIUM SUPERSCREEN**

68.9m2 (6.24m High x 11.04m Wide)



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#### Terms & Conditions

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## Rates 2010

TVC (DV Cam 16:9 format)

Length	No. Spots/Game	Casual Rate	Season Rate	Showdown
30 sec	4 x 30 Sec	\$2,700 + GST	\$2,400 + GST	\$2,950 + GST
	2 x 30 Sec	\$1,450 + GST	\$1,300 + GST	\$1,700 + GST
15 sec	4 x 15 Sec	\$1,450 + GST	\$1,300 + GST	\$1,700 + GST
	2 x 15 Sec	\$ 800 + GST	\$ 650 + GST	\$ 840 + GST
60 sec	2 x 60 Sec	\$2,700 + GST	\$2,400 + GST	\$2,950 + GST

\*These rates also applicable for static billboards

10 Second Pullthrough messages\* (No sound is available)

Length	No. Spots/Game	Casual Rate	Season Rate	Showdown
8 x 10 sec	2 Each Quarter	\$1,300 + GST	\$1,100 + GST	\$1,400 + GST
4 x 10 sec	1 Each Quarter	\$ 700 + GST	\$ 630 + GST	\$ 800 + GST

\*This package consists of max 12 word visible pull through across bottom of screen during the quarter of game play.

#### Material specifications

TVC's only accepted in DV Cam 16/9 format.  
 Supply of any other format will incur transposing charges.  
 Static Billboards - specifications - see separate sheet.  
 Static Billboard/Pullthroughs will incur design charges.  
 Late supply of material will incur 'urgent courier' costs.

The AAMI STADIUM SUPERSCREENS provide:

- Huge viewer impact
- Reach to a dedicated, loyal and enthusiastic audience
- Your message is related to an audience that has consumer \$'s to respond to your message
- Superscreen advertising is also telecasted to all TV monitors in the stadium and all Corporate Facilities