

# BUDGET

Media Kit 2020



Capture engaged audience



Linked to success



SA Grassroots

**Boylen +** P (08) 8233 9433  
E sales@boylen.com.au  
W www.boylen.com.au







## AT A GLANCE

Acclaimed as the leading State-based football match magazine 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 20 pages, plus a bumper souvenir edition for the Grand Final, the Budget is sold at every 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.



### REGULAR SECTIONS INCLUDE:

- A feature article addressing the major issues in SANFL football.
- Profiles on players, coaches, officials and supporters
- Match previews
- Star Player of the Year & R.O. Shearman Medal
- Reports, scores and best players from the League, Reserves and Under 18 Torrens University Cup competitions
- Weekly Men's and Women's League team lists

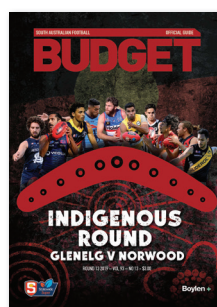


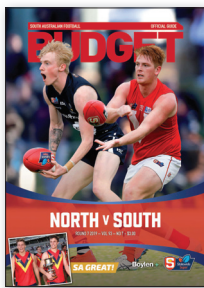
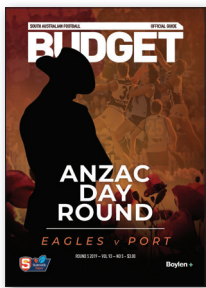
**REACH  
GRASSROOTS  
SOUTH  
AUSTRALIANS**

SANFL football supporters come from a wide demographic representation, from young families to individuals and leaders. They are passionate about South Australia!



**THE 2020 SANFL HOME-AND-AWAY SEASON STARTS IN EARLY APRIL AND CONTINUES FOR 19 WEEKLY ROUNDS (PLUS THE STATE GAME). THE SEASON CONCLUDES WITH FOUR WEEKS OF FAST-PACED MAJOR ROUND ACTION, CULMINATING IN THE GRAND FINAL, PLAYED AT ADELAIDE OVAL.**





# RATES

Size	Rate
Full Page	\$950 + GST
1/2 Page	\$650 + GST
1/4 Page	\$380 + GST
Strip Ad	\$290 + GST

**Inserts**  
Price on application.

**Discounts**  
Applicable for long term bookings.

**Design Service**  
We have an in-house graphic design department which is available for the development of advertisements. We also specialise in web development.

**Terms & Conditions**  
All advertising must adhere to the normal Terms and Conditions and acceptance of material is subject to approval. Charges apply for advertising production. For Terms and Conditions go to [www.boylen.com.au/termsandconditions](http://www.boylen.com.au/termsandconditions)

# DEADLINES

Rounds 1-19 (including State Game) & Minor Finals	Grand Final
<b>Booking</b> The Friday prior to the Round you are booking. (eg, The RD3 deadline is the Friday of RD2). When public holidays occur, it is the Thursday prior.	<b>Final Booking</b> Monday 14th September
<b>Material</b> The Tuesday after booking deadline	<b>Material</b> Call 8233 9433 for your material deadline
<b>Publication</b> Every Friday (earlier on public holiday weekends)	<b>Publication</b> Friday 18th Sept

**Please note:** Deadlines subject to change. Cancellations MUST be received in writing by the booking date.

# SPECS



**Full Page**  
160mm (w) x 240mm (h)  
+ 3mm bleed



**1/2 Page**  
150mm (w) x 115mm (h)



**1/4 Page H**  
150mm (w) x 58mm (h)



**1/4 Page V**  
73mm (w) x 115mm (h)



**Strip**  
150mm (w) x 38mm (h)

## Supplied Material

Artwork can be sent via email, Hightail or Dropbox. Please ensure all artwork is supplied at high resolution (i.e 300dpi/ppi) and in CMYK colour space. If the ad requires bleed, please ensure there is a minimum of 3mm bleed around all edges. When supplying as PDF please ensure all fonts are embedded. When supplying artwork in InDesign or other layout/ creative formats, please include all resources (i.e. links and fonts). For artwork that features a white background or border, a grey border must be applied to define the edge of the ad. The border must be 40% black, 0.5pt stroke weight.

**Please note:** Word, Publisher & Powerpoint files are not accepted as complete artwork and will need to be recreated by the Design Department.