

Advertising

Contributed by Chris Coburn
 Wednesday, 17 October 2007
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Advertising and Sponsor Information Site Advertisements
 Text Ad
 Text Ads appear in a fixed position. They will appear on all pages of the site (message board not included).

These ads are sold in 6 and 12 month increments.
 - 15 words max

Standard Ad
 Standard Ads appear in a fixed position. They can either be placed in the main menu bar (2 max), or in the CBF Poll/Information bar. Both will appear on all pages of the site (message board not included).

This form of advertising is highly visible, and builds brand visibility very quickly. These ads are sold in 6 and 12 month increments.

- 200 pixels wide x 65 pixels high
 - File Size: 12k max.
 - Looping: Yes

Formats: GIF, JPG, HTML only.
 Icon Ad
 Icon Ads appear in a fixed position at the top of the main page of the web site and all information pages .

This form of advertising is highly visible, and builds brand visibility very quickly. These ads are sold in 6 and 12 month increments.

- 109 pixels wide x 65 pixels high
 - File Size: 10k max.
 - Looping: Yes

Formats: GIF, JPG only.
 Banner Ad
 Banner Ads appear in a fixed position. They can be placed at either the top or bottom of the main page, and all information pages (Title bar and main menu options are not available with this type of ad). Both will appear on all pages of the site (message board not included).

This form of advertising is highly visible, and builds brand visibility very quickly. These ads are sold in 6 and 12 month increments.

- 435 pixels wide x 50 pixels high
 - File Size: 15k max.
 - Looping: Yes

Formats: GIF, JPEG and HTML only. Site Advertising Rates 1 Year

(January-December) NFL Season

(August-January) Off-Season

(February - July) Text Ad \$325.00 \$250.00 \$150.00
 Icon Ad \$525.00 \$400.00 \$225.00
 Standard Ad \$625.00 \$500.00 \$325.00
 Banner Ad \$825.00 \$700.00 \$525.00

Code Blue Fanbulance Sponsorship Level of Sponsorship Benefits to Sponsor Platinum

- Corporate flag flown at each home Colts football game (if available).
- Corporate logo placed on hood of Fanbulance or some other agreed upon prominent location.
- Corporate pamphlets made available for public at all home games (if available).
- Corporate logo and contact info in Code Blue Brochure.
- Corporate logo and link on coltsfanbulance.com home page.
- New sponsors will pay \$2,500.00 for their corporate logo to appear on the Fanbulance for one year.
- Each additional year the sponsor must pay \$2,500.00 in order for their logo to remain on the Fanbulance Gold
- One color logo placed in a agreed upon prominent location on the Fanbulance.
- Corporate logo with link and contact info placed on sponsor page of coltsfanbulance.com.
- New sponsors will pay \$500.00 for their corporate logo to appear on the Fanbulance for one year.
- Each additional year the sponsor must pay \$400.00 in order for their logo to remain on the Fanbulance. Silver
- Corporate name placed in lettering on the Fanbulance.
- New sponsors will pay \$350.00 for their name to appear on the Fanbulance for one year.
- Each additional year the sponsor must pay \$200.00 in order for their name to remain on the Fanbulance. All Levels
- Corporate text link and contact info placed on sponsor page of coltsfanbulance.com If you have questions regarding advertising at The Code Blue Fanbulance, or would like to place an order, you may contact The Code Blue Fanbulance in the following manner:

E-Mail

Contact The Code Blue Fanbulance at advertising@coltsfanbulance.com If you are placing an insertion order please be sure to specify how many impressions you will be purchasing, which size advert you have chosen, alt text you would like included, as well as all your contact information. Feel free to attach the banners you would like to use so that we may approve your ads for insertion.

Office
 Contact: Chris Coburn

Phone: (317) 375-8844