



FREMANTLE  
**DOCKERS**

 PROGRAMMED  woodside

Proud Major Sponsors

# STADIUM SIGNAGE AND DIGITAL ADVERTISING RATE CARD 2015

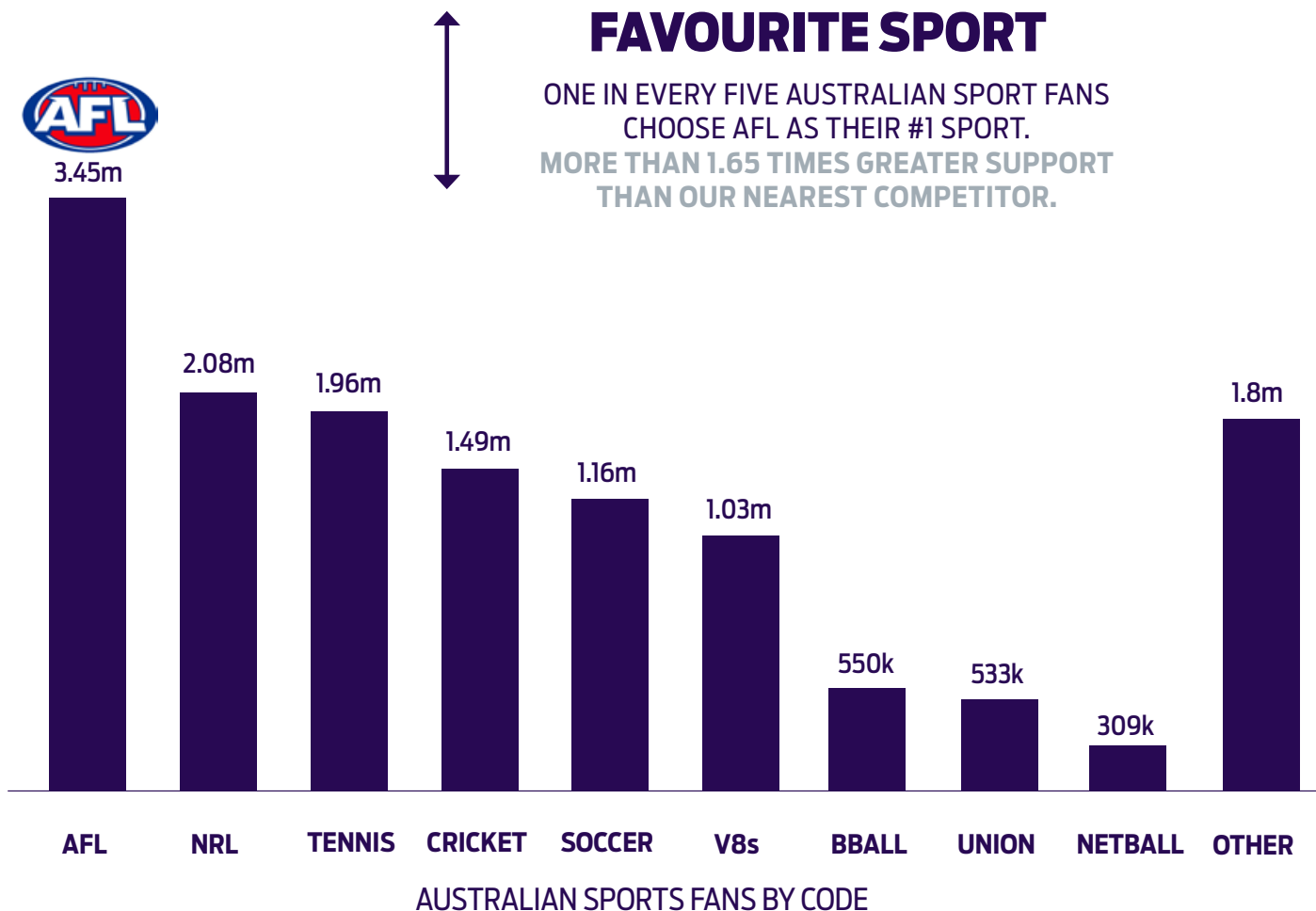


# ADVERTISE WITH AUSTRALIA'S #1 DOMESTIC CODE

**AUSTRALIAN  
POPULATION  
23m**



Source: AFL Market Sizing Report



# INTRODUCTION

Build your association with Australia's number one sporting code and reap the benefits of advertising to a passionate and committed supporter base. With exceptional national TV exposure, a media rich website, engaged social media followers, and of course a captive match day audience at Patersons Stadium, your advertising message will never be more visible.

## 2015 KEY SIGNAGE STATS

- » Average home TV audience of 578,191 (11 qualifying rounds only)
- » Peak home TV audience of 1,298,117 in Round 10 v Richmond
- » A national supporter base of 439,000  
(Source: Roy Morgan)
- » 51,525 members
- » Free to air and pay TV match coverage on Channel 7 and Foxtel on a weekly basis
- » Additional TV coverage on extensive news, press and sports feature programs

## 2015 KEY WEBSITE STATS (IN SEASON)

- » Average 317,986 unique visits per month
- » Average 1,164,614 page views per month
- » Average 199,179 videos viewed per month

## MOBILE APP STATS (IN SEASON)

- » Club App downloads 58,774
- » Average 17,005 unique visits per month
- » Average 999,217 page views per month
- » Average 14,313 videos viewed per month
- » Connection with audiences in and out of home seven days a week

## SOCIAL MEDIA STATS (AS OF 28-08-15)

- » 184,252 Facebook followers
- » 46,100 followers on Twitter
- » 15,800 posted tweets
- » 54,000 followers on Instagram
- » 54,484 followers on Google+
- » Average total Facebook reach = 144,971 per day

# LED ANIMATED ADVERTISING

With a peak home TV audience of 1.16 million and an average of 576,256 viewers per home game, LED advertising delivers your company the opportunity to engage with a captive national audience whilst they are glued to the television. Capture the imagination of up to 43,000 fans at the game via LED's brilliant, high resolution and ultra-fast digital advertising images, linked into a seamless 120m banner face. LED also delivers the flexibility to tailor different advertising messages to suit your current campaign.

## LED PERIMETER SIGNAGE – 11 QUALIFYING HOME GAMES

### PREMIUM PACKAGE

Min 12 x 40 second rotations per game over 120m      \$96,380

### STANDARD PACKAGE

Min 12 x 20 second rotations per game over 120m      \$55,210

### HALF-TIME LOCKOUT

1 minute rotations over 120m      \$10,000

Min 8 x 1 min rotations per game

### NOTE:

- » LED signage is for all 11 qualifying home games at Patersons Stadium
- » All prices quoted are inclusive of GST
- » Cost of animation not included in the price





# SIGNAGE AT PATERSONS STADIUM

Do you want to capitalise on the support of Australia's number one football code? Do you want your clients to see your signage from your corporate facility at Patersons Stadium? If the answer is yes, then stadium signage provides you the perfect opportunity to engage with our membership base of more than 48,000, our national supporter base of 439,000 and an average TV audience of 576,256 viewers per game. Stadium advertising is a proven and cost effective way to expose your business to a large, passionate and engaged audience, at the game and on television.

## PRIME TELEVISION SIGNAGE

Perimeter Fence (9m x 0.9m)                      \$41,860

## TV ARC PARAPET SIGNAGE

Two Tier Stand (9m x 0.9m)                      from \$15,595 to \$18,885  
 NAB Stand (various)                                from \$12,145 to \$17,250

## NON TV STADIUM SIGNAGE

Perimeter Fence (9m x 0.9m)                      \$14,060  
 Two Tier Stand, Parapet (9m x 0.9m)        \$10,395

## NOTE:

- » Signage is for all 11 qualifying home games at Patersons Stadium
- » All prices quoted are inclusive of GST
- » Cost of animation not included in the price



# WEBSITE DIGITAL ADVERTISING

The Fremantle Dockers official website, mobile app, club E-newsletters all provide engaging, exclusive content and a rich media experience for our dedicated and loyal audience. The official website is a platform for users to interact with the club via video, social media and much more. Our fans regularly check for the latest news, fixtures, team line-ups, live scoring and competitions.

The Corporate Team at Fremantle will build an advertising campaign to suit your timelines, target audience and budget. To maximise impact and reach we have the flexibility to combine website, video pre-rolls, e-newsletters and mobile app advertising into a single campaign.

See page 3 for stats.

Property	% of Voice	Per Month Mar-Oct	Per Month Nov - Feb
Island Ad 1	25	\$4,000	\$2,000
Island Ad 2	25	\$3,000	\$1,500
Leaderboard	25	\$2,000	\$1,000
Skins	100	\$8,000	\$4,000

Property	% of Voice	Ad Impressions	Cost
Docker TV 15 Sec Pre-Roll	100	Capped at 100,000	\$9,000



# E-NEWSLETTER ADVERTISING

The club e-newsletter, Freo Fan Mail is emailed to Fremantle Docker fans weekly throughout the season.

Property	Audience	Per Issue Mar-Oct	Per Issue Nov - Feb
Freo Fan Mail (Weekly)	34,000 unique fans	\$1,000	\$500
Corporate Matters (Fortnightly)	500 Corporate companies	\$750	\$500





# MOBILE APP

One of the most exciting properties in the Fremantle Dockers stable of digital advertising opportunities, the club mobile app and mobile site is one of the primary sources of information for members and fans on the run. Ideal for 'mobile ready' advertisers, we offer campaigns that deliver 100 per cent share of voice with click through capacities.

Content to be found on the new Fremantle Dockers mobile app:

- » Live scores and statistics
- » Breaking Fremantle Dockers news
- » Team line-ups, player profiles
- » Docker TV and free downloads
- » Video highlights, fixtures, results and ladder

Property	% of Voice	Per Month Mar - Oct	Per Month Nov - Feb
App/Mobile Site Ad Banners	100	\$10,000	\$5,000

*Opportunities include Advertising Banners with click through capabilities*



# OTHER ADVERTISING OPPORTUNITIES

The club's Docker magazine, is sent to more than 20,000 households three times a year. The print magazine has a lengthy shelf life and is often used as a coffee table publication.

The club has a number of promotional vehicles for membership offers. Examples include providing sample product for our Fremantle show bags, distributing marketing material at Patersons Stadium or promoting 'membership only' specials via our regular Freo Matters newsletters.

## DOCKER MAGAZINE (PRINT MAGAZINE)

Full page

## PRICE PER ISSUE

\$1,850

Half page

\$1,375

Quarter page

\$900

Member Offers - price on request



# MATCH DAY PRECINCT ADVERTISING

The Fremantle Dockers can offer advertising clients the opportunity to engage directly with our fan base on match days via precinct marketing activity. The precinct at Patersons Stadium is a high traffic area and ideal for promoting your brand, special offers or products.

Ideal for:

- » Mascots
- » Booths/Tents
- » Giveaways
- » Stunts
- » Distributing marketing collateral
- » Competitions
- » Data capture

**Blockbuster Games      \$10,000**

**Other Games              \$6,000**







dfe Group

RICOH RICOH RICOH

ENVISION MEDICAL IMAGING

FREMANTLE DOCKERS

PATERSONS STADIUM

FREMANTLE DOCKERS

redhomes.net.au

inspired HOMES

CBI Constructors www.CBI.com

CBI Constructors www.CBI.com

CBI Constructors www.CBI.com

JAG TRAFFIC

www.jagtraffic.com.au

JAG TRAFFIC

Australian Contract Mining

IKAD Engineering Pty. Ltd.

ALSICO

ALSICO

ALSICO

ALSICO

SHELFORD QUALITY HOMES

nab nab stand

SHELFORD QUALITY HOMES

WWW.FREMANTLEFC.COM.AU

woodside





FREMANTLE  
**DOCKERS**

Corporate Team

Sales (08) 9433 7182

Fax (08) 9433 7004

[sales@fremantlefc.com.au](mailto:sales@fremantlefc.com.au)

Fremantle Dockers Football Club  
Fremantle Oval, Parry Street, Fremantle WA 6160  
PO Box 381, Fremantle WA 6959

 [fremantlefc.com.au](http://fremantlefc.com.au)

 **PROGRAMMED**  woodside

Proud Major Sponsors