

# Pop Whalen Ice Arena Advertisements

## To purchase an Ad:



1. Fill out form below and return with payment to Wolfeboro Parks and Recreation at PO BOX 629, Wolfeboro, NH 03894.
2. Make checks payable to Wolfeboro Parks and Recreation.
3. Contact print shop for creation of your banner or dasher board ad. Call Parks and Recreation office for recommendations 603-569-5639.
4. Have the sign delivered to the Pop Whalen Arena.
5. Arena staff will install your advertisement as soon as it is received and payment is complete.

### Ad Guidelines:

- Dasher Board ad sizes
  - 32" high x 96" wide
  - 32" high x 48" wide.
- Banners (hung on wall) should be 4' by 6'.
- Advertisers retain ownership of the signs/banners.
- Advertisers pay a yearly fee (\$300-\$400) to display the ad in the arena.
- We will not allow inappropriate language or images.

### Rates

- \$400/annually for space and installation of one 32" x 96" dasher board ad or 4' x 6' banner.
- \$300/annually for space and installation of one 32" x 48" dasher board ad.
- \$1,200 starting bid for center ice advertisement painted underneath ice.
- Banners and Dasher board ads are designed and purchased separately by advertiser

<b>Business Name:</b>		<b>Contact Name:</b>	
<b>Street Address:</b>			
<b>City, State, ZIP:</b>			
<b>Phone:</b>	<b>Cell:</b>	<b>Email:</b>	
<b>Type of Advertisement:</b>			
<input type="checkbox"/> <b>Dasher Board Ad 32" x 96" \$400</b> <input type="checkbox"/> <b>Dasher Board Ad 32" x 48" \$300</b> <input type="checkbox"/> <b>Banner Ad \$400</b> <input type="checkbox"/> <b>Center Ice Ad, \$1200 minimum bid.</b> Submit sealed bids labeled "Center Ice Ad Bid" to Ethan Hipple, Parks and Recreation, PO Box 629, Wolfeboro, NH 03894 <b>by 9/21/11.</b>			
<b>Payment Enclosed:</b>			
<b>Special Instructions/Requests:</b>			

# Pop Whalen Ice Arena now offering Center Ice Ads!



Imagine your logo visible to over 65,000 visitors annually! The logo is actually painted onto the ice in the middle of the rink and then sealed over with more ice for a permanent image that lasts the entire season.

When all eyes are on the action on the ice, your company name will be front and center.

Great opportunity to show your support for your hometown rink!

## How it works:

- Center Ice advertising rights will be granted to the single highest bidder.
- Bids start at \$1200.00 for the entire 2011-2012 season (October 2011-March 2012). Minimum bid cost includes logo installation—no additional production costs.
- Fill out order form with this letter and write the amount of your bid in the “Special Instructions/Requests” field. No need to include payment until winning bidder is determined.
- Sealed bids should be labeled on the outside of the envelope “**Center Ice Ad Bid**” and mailed to Ethan Hipple, Parks and Recreation, PO Box 629, Wolfeboro, NH 03894.
- **Bids due by 4pm, September 21, 2011.**