

MediaPack

Everything you need to know about advertising
with Big Ball Products



Mission Statement

Here at Big ball products our main aim is to supply sports venue furniture in the shape of an oversized sports ball to golf courses, football stadiums, tennis courts and so on. Each ball has the capacity to carry a 420mm x 120mm advertisement.

Applied to the base of the furniture we have our Biggolballs web address discreetly applied.

The balls that we site are always strategically placed to gain maximum exposure to your target audience. The nature of our products attract a lot of attention, a two foot round golf ball is guaranteed to turn a few heads, and having your company right across the centre has it's obvious benefits when viewed by thousands of sports fans.

We can design any artwork that you require and you can book as many balls as we have sited to place your advert on. Of course this depends on availability but as we are gaining new venues daily there should be plenty of space to go around.

We offer a range of packages to suit all budgets and requirements which you will find detailed in this pack. Also explained are the obvious advantages and our pricing policy.

Our products

We manufacture moulded plastic sports venue furniture, concentrating on oversized sports balls that can be adapted for a variety of uses. At this moment in time we have created a variety of large golf balls to be used as litter bins and light holders.

We have sited balls at various golf courses and ranges around the country and we are gaining new partners daily. The demand for our products is massive and production of the balls has gone into overdrive to cope.

There is a 420mmx120mm plaque on each ball that carries our advertisements. The balls are placed at strategic locations to gain maximum exposure. We then sell the advertising space to companies that feel our packages are exactly what they need to market their products and services.

We have enjoyed huge success to date and our clients tell us that their advertisements are increasing sales and gaining targeted exposure to new customers.

We can create almost anything with our moulded plastic technology. If you have specific requirements we will be more than happy to discuss them with you.

Advertising

The advertising packages we offer are tailored to each client, although below you will find a list of different packages that may interest you.

We generally base our rates on estimated exposure. For example a ball placed at the entrance to the 19th hole of a golf course will hold a higher value than a ball placed at the 6th tee. Higher footfall at the 19th hole equals higher exposure and more success from your advertisement.

We can closely estimate footfall through ticket sales and so on, which makes each venue different. For example a ball at the Ryder Cup would be far more expensive than a ball at a local amateur match, for obvious reasons.

Each advertisement is 420mmx120mm, there is an example below:

**To advertise your business
in this space call 01280 702510**



or visit www.biggolfballs.com



Any advert placed can be designed by our graphic designers, or we can use your own artwork as long as it fits our criteria.

Some of our customers choose to advertise on only one ball for three months, and others like to book every ball at the venue for twelve months. We can tailor a package to most needs although we do generally advise to book for at least three months. Firstly the rate will be reduced and secondly to judge the success of any form of advertising three months is generally the norm to gauge success.

Audiences

Each venue and each sporting type can command completely different socio-economic groups so it is very hard to precisely target individual groups. Therefore we tailor our packages to reach the desired target audience for each event.

As a rule of thumb the average football fan will belong in a different ABC group to a regular golf or tennis fan. For this reason we can only offer this specific information based on individual events and ball sitings.

But as most businessmen, marketers and advertising professionals will be aware of who they want to target, we are sure we can help place the best advertisements for your needs.

Rate Card

Below are a few examples of rates that we currently use, although they will vary dependant on ball siting, placement frequency and estimated footfalls.

Per mth min 3 mths	6 mth discount	Total per mth
1 £240.00	£36.00	£204.00
3 £720.00	£108.00	£612.00
6 £1,440.00	£216.00	£1,224.00
18 £4,320.00	£648.00	£3,672.00

Per mth min 3 mths	12 mth discount	Total per mth
1 £240.00	£72.00	£168.00
3 £720.00	£216.00	£504.00
6 £1,440.00	£432.00	£1,008.00
18 £4,320.00	£1,296.00	£3,024.00

* Based on average placement with average footfall figures

** Initial cost of artwork production £35

For more information and to speak to one of our advisors please call 01280 702510