

NFL LONDON GAMES

The fast-paced, exciting and wide-open NFL is returning to London, when the Atlanta Falcons will host the New York Jets on Sunday 10 October and the Jacksonville Jaguars will be at home against the Miami Dolphins on Sunday 17 October. These are hot tickets being snapped up by passionate fans.

NFL history is being made with the continued playing of games and the growth of the league in the UK. These are genuinely significant moments in the NFL's 100+ year history. The interest in the NFL and the London Games from the media has also never been greater, with more television coverage, more radio broadcasts and more column inches devoted to the sport across print media than ever before.

The NFL really does view the UK as a massive priority market and the fan base is so passionate that London has often been talked about as a site for a future team. 31 of the league's 32 teams have played a regular season game in London since 2007.

NFL fans like to spend money and they like to have souvenirs of the day.

The official NFL London Games programmes are seen as an essential purchase by those attending the Games. The programmes feature articles written by not just the top names in American Football but also by the biggest names in sports journalism and each article is illustrated with the very best action photography, making each programme a superb souvenir.

Over 20,000 programmes will be produced and sold to spectators attending the NFL London Games.

The London Games audience is:

Upmarket

Quality conscious

Affluent couples and singles

Popular with corporate decision makers

Premium brand purchasers

Stylish, creative and adventurous

Programmes are sold directly to the public, stadium retail outlets and available to fans around the world through PPL's dedicated retail website www.pplsport.com – long after the Games.

The London Games programmes:

- Provide the ideal medium to target and communicate with a captive ABC1 corporate and consumer audience.
- The souvenir and pass-on value of matchday programmes gives the advertiser high frequency coverage.
- Offers a cost-effective targeted marketing campaign.
- Provides the opportunity to be associated with a high profile, prestigious national and international sporting event.
- Gives you the opportunity to showcase your products and services to a captured high end, domestic and international ABC1 male and female corporate and consumer market.
- The advertisements within programmes are placed opposite high reader traffic sites, including headline features and player profiles.
- A digital version of the programme with highlights from both games will be produced post second match (17 October) and sold worldwide via the NFL's website.

Advertising Rates

Full page both programmes	£5,500
Full page per programme	£3,500
Copy deadline	22nd September

Technical specifications:

SINGLE PAGE (LANDSCAPE)

Trim size: 168mm high by 240mm wide

Bleed size: 174mm high by 246mm wide (i.e. 3mm bleed on all edges)

Colour: CMYK process colours

File format: 300dpi pdf in CMYK colours with bleed and registration marks.

The NFL London Games Programme is perfect bound so please ensure that no significant material falls within 12mm of the trim edge as cropping may occur at press, or material lost in the spine.

Please ensure that your pdf artwork has been preflighted for RGB, spot colours and white overprint.

For any technical queries, please contact Caroline O'Donovan: 0151 707 4206.

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