

# INDOOR DIGITAL SCOREBOARD

## AVERAGE PARTNER AD VISIBILITY INFORMATION

How many times will my company's ad be seen at an athletic contest? This is a common question. There are several factors that can impact the number of ad plays per sponsor. One of the main factors is the length of any given game.

For example, any volleyball game could go 3, 4, or 5 sets which impacts how many times a sponsor ad will rotate through the scoreboard.

### **Potential Ad Impressions**

Below is our best estimates on partner ad impressions per sport season based on average attendance numbers, the number of home games per sport and the number of ad plays per game. These estimates are based on a two-hour home varsity game.

**\*\* Please Note: The new digital scoreboards will also be used for all levels of play (Varsity, Junior Varsity, Reserve and Freshman) when their games are played in the main competitive gym. This will increase the number of times your company's ad will be seen across multiple audiences. \*\***

## CHAMPION PARTNER - BOTH HIGH SCHOOLS

<u>Varsity Sport</u>	<u>Home Games</u>	<u>X</u>	<u>Average Attendance</u>	<u>X</u>	<u>Ad Plays</u>	<u>= Potential Number of Ad Impressions</u>
Volleyball	16		2,400		16	614,400
Basketball	20		2,800		16	896,000
Wrestling	8		1,000		16	128,000

## PREMIER PARTNER - BOTH HIGH SCHOOLS

<u>Varsity Sport</u>	<u>Home Games</u>	<u>X</u>	<u>Average Attendance</u>	<u>X</u>	<u>Ad Plays</u>	<u>= Potential Number of Ad Impressions</u>
Volleyball	16		2,400		8	307,200
Basketball	20		2,800		8	448,000
Wrestling	8		1,000		8	64,000

## ELITE PARTNER - BOTH HIGH SCHOOLS

<u>Varsity Sport</u>	<u>Home Games</u>	<u>X</u>	<u>Average Attendance</u>	<u>X</u>	<u>Ad Plays</u>	<u>= Potential Number of Ad Impressions</u>
Volleyball	16		2,400		4	153,600
Basketball	20		2,800		4	224,000
Wrestling	8		1,000		4	32,000