

Sports Media, Inc.

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Sports Media Stadium Concession Trays Advertising!

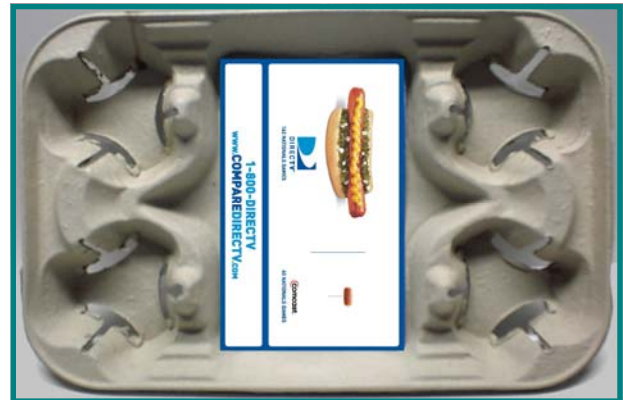
The number one Concession Tray in all of sports. These unique food and drink trays can handle up to 32 oz. size beverages. They can be distributed throughout the country in MLB, NFL, NASCAR, NHL, and NBA stadiums and arenas. Concession Trays are just the thing to give the advertisers' message a refreshing boost. The Sports Media Concession Tray Advertising Program can be used for branding, couponing, CD Media delivery and even sampling! Plastic Branded Trays are available for use in Club and Suite levels throughout Professional Sports.



Concession Trays offer a unique and creative delivery method at Point of Sale to: Create Brand Identification, Brand Loyalty and Brand Activation with Fast Measurable Results

Advertising Benefits

- High visibility and exposure in the hands of consumers
- Effective advertising and branding media, 2 and 4 drink tray
- An opportunity to deliver coupons and product samples
- Multiple impressions initiated by concession sales
- Build relationships directly with the consumer
- Convenient and cost effective; targeting consumers at Point of Sale
- Half the cost of competitors carrying tray products
- Media insert measures 4 ¼ x 6 ½ inches
- Full four color printing on one or two sided insert
- 3d Lenticular printing available
- Used for coupons, sweepstakes, or branding
- One month to full season campaigns in sports venues
- The number one carry tray in all of sports
- 15 days to market from the day your art work is approved
- Sponsor messages can be changed several times during the sports season to reinforce current marketing campaigns
- Sports Media offers distribution in Stadiums, Arenas, Universities, NASCAR, Fairs, and Event Marketing



Consumer Support Data

A research study conducted throughout the United States in Sporting Venues, regarding the effectiveness of advertising on Concession Trays concluded the following results:

- 73% of fans surveyed use Concession Trays
- Users of the Concession Trays looked at the Tray an average of 16 times during concession consumption
- 94% thought the Concession Trays were convenient
- 89% would like Concession Trays in other facilities
- 59% were more inclined to purchase concessions because of the Concession Trays
- 86% correctly recalled the company advertising on the Concession Trays

(Source: Sports Media Research)



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