



SOUTHERN FOOTBALL NETBALL LEAGUE

RECORD

SEASON 2015

The SFNL Record is the official match day program of the SFNL and the essential guide to community football and netball. 1300 copies are produced weekly and there is not a match around the League where you won't see the Record in the back pocket of fans!

Published since 1992, the SFNL Record offers 23 weeks of targeted distribution forming an iconic part of the local footy fan experience. The content reflects the array of activities in the SFNL calendar and includes fixtures, ladders, results, team lists, club notes, tipping as well as key feature stories.

Each season the SFNL Record publishes a number of special editions. The first of which is the Season Launch. There are also special editions for Community Umpiring Round, Pink Round, Anzac Day, Multicultural Round, Indigenous Round and the SFNL SAS Security Finals Series.

Full page, half page and quarter page advertising is available. It can also be viewed digitally on www.sfnl.com.au and www.sfnllive.com.au



ADVERTISING RATES

PAGE TYPE	SINGLE ROUND	PREMIERSHIP SEASON	FINALS SERIES	GRAND FINAL ONLY
Full Page	\$200	\$1500	\$1000	\$500
Double Page Centre Spread	\$500	N/A	N/A	N/A
Half Page	\$100	\$750	\$500	\$250
Quarter Page Single Strip (Horizontal or Vertical)	\$75	\$500	\$250	\$125

**all prices exclude GST *All advertising pages are black and white*

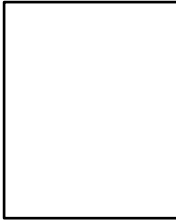
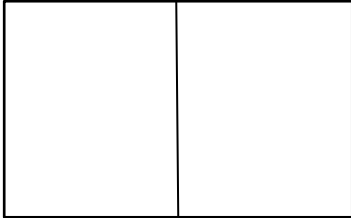
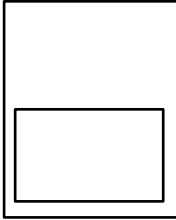
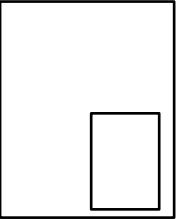
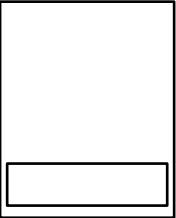
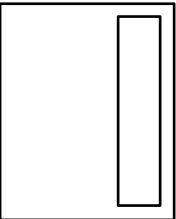


BOOKING DEADLINES

ROUND	PUBLICATION DATE	BOOKING DEADLINE	MATERIAL DEADLINE
1 (The beyondblue Cup)	11 – 12 Apr	2 Apr	6 Apr
2	18 – 19 Apr	10 Apr	13 Apr
3 (ANZAC Day)	25 – 26 Apr	17 Apr	20 Apr
4	2 – 3 May	24 Apr	27 Apr
5 (Pink Round)	9 – 10 May	1 May	4 May
6 (Community Umpiring Round)	16 – 17 May	8 May	11 May
7	23 – 24 May	15 May	18 May
8 (Indigenous Round)	30 May – 31 May	22 May	25 May
9	13 – 14 Jun	5 Jun	1 Jun
10	20 – 21 Jun	12 Jun	8 Jun
11	27 – 28 Jun	19 Jun	22 Jun
12	4 – 5 Jul	26 Jun	29 Jun
13	11 – 12 Jul	3 Jul	6 Jul
14	18 – 19 Jul	10 Jul	13 Jul
15	25 – 26 Jul	17 Jul	20 Jul
16	1 – 2 Aug	24 Jul	27 Jul
17 (Multicultural Round)	8 – 9 Aug	31 Jul	3 Aug
18	15 – 16 Aug	7 Aug	10 Aug
FINALS	22 – 23 Aug	14 Aug	17 Aug
FINALS	29 – 30 Aug	21 Aug	24 Aug
FINALS	5 - 6 Sep	28 Aug	31 Aug
FINALS/ DIV 3 GRAND FINAL	12 - 13 Sep	4 Sep	7 Sep
GRAND FINALS	19 – 20 Sep	11 Sep	14 Sep



SPECIFICATIONS

PAGE TYPE	PLACEMENT	WIDTH	HEIGHT	BLEED
Full Page		148.5 mm	210mm	3mm (4 sides)
Double Page Centre Spread		297mm	210mm	3mm (4 sides)
Half Page		138mm	88.5mm	Floating Landscape
Quarter Page		88.5mm	66.5mm	Floating Portrait
Single Strip (Horizontal)		138mm	42mm	3mm (3 sides)
Single Strip (Vertical)		42mm	182.5mm	3mm (3 sides)

