

2021 ADVERTISING + SPONSORED CONTENT RATE CARD



The ALSD is not just a conference. It's not just a tradeshow. It's a 365-days-a-year platform for our partners to put their latest designs and greatest gadgets in front of a global audience of sports teams and entertainment venues. We are committed to connecting buyers and sellers while serving as a trusted gatekeeper for accredited vendors, suppliers, and their success stories that bring life to our industry.

One Time Rates:

Between the SEATs E-Newsletter

Distributed monthly to our 1,300-plus members

Leaderboard Advertisement	\$500
Native Advertisement	\$1,200

ALSD.com

Visited monthly by 8,800 unique site users

Partner Solution (Native Article)	\$2,400
Partner Solution (Native Video)	\$4,000
ALSD Webinar	\$5,000
ALSD Demo	\$5,000

**All sponsored content published on ALSD.com will also be distributed in the Between the SEATs e-newsletter.*

DIGITAL ADVERTISING

One Time Rates:

Between the SEATs E-Newsletter


Leaderboard Advertisement: \$500

- Specifications:
 - Dimensions: 600px by 150px
 - Size: Less than 40K
 - Formats: GIF, JPG, or PNG
 - Animation Length: 15 Seconds
 - Outbound Link: Company Homepage or Specific Product Page
- Creative can be promotional in nature.
- A maximum of two leaderboard advertisements will be sold each month*.

Native Advertisement: \$1,200

- This insertion includes:
 - Headline (maximum 60 characters)
 - Description (maximum 35 words)
 - One Image (800px by 500px)
 - Outbound Link: Company Homepage or Specific Product Page
- Creative can be promotional in nature, usually about a new product release or company update.
- A maximum of two native advertisements will be sold each month*.

*Subject to change




December 2020
ALSD
Between the SEATs
Monthly Members-Only Newsletter

Spotlight Winner:
Petco Park

ALSD Spotlight 2020 A Clear Focus for the Sports Venue Marketplace

In this year of extraordinary uncertainty, the ALSD's annual design contest demonstrates a vision absent of doubts: that especially in times of great duress, we must strive to improve our venues.




BACK TO FUN!

BACK TO SPORTS • BACK TO ENTERTAINMENT • BACK TO TRAVEL
Let us help you provide the ULTIMATE fan experience.
FIS FIRST STAR SOLUTIONS www.firststareolutions.com

Personalized Holiday Gifts for Your Suite Holders

With our wide variety of unique product selections, Prize Possessions is your number-one stop for personalized gifts this holiday season. Please contact our gifting specialist, Nick Tedeschi, today for exclusive ALSD pricing and to request a copy of our 2019 catalog.



PRIZE POSSESSIONS
For moments that deserve true recognition.
enr@prizepossessions.com • 800-565-1166

PARTNER SOLUTIONS

Native Article: \$2,400

- This opportunity includes:
 - Headline (maximum 100 characters)
 - Description (maximum 190 characters)
 - Body (suggested 500-750 words; maximum 750 words)
 - One image (800px by 500px – must be editorial in nature)
 - Byline
 - Outbound link to website or specific webpage can be embedded within the article.
- This content must not be promotional in nature. Partner Solutions must be informative and relevant to our editorial coverage. We cannot allow articles that are overly self-promotional of a vendor's product or service.
- For examples, visit ALSD.com/Partner-Solutions.
- For additional content guidelines, see page 7.

Native Video: \$4,000

- This opportunity includes:
 - One video (2-5 minutes, created by ALSD or provided by partner company with ALSD approval)
 - One interview and/or product demonstration in a partner/ALSD member venue or comparable location
 - Logo placement in introduction bumper (PNG format preferred)
 - Logo placement on end screen (PNG format preferred)
 - Outbound link to website or specific webpage can be included in the video description.
- This video content will be published on the ALSD YouTube channel and on ALSD.com and will appear natively within YouTube playlists (if applicable) and on ALSD landing pages (if applicable).
- This video content must not be promotional in nature.
- A maximum of two partner solutions will be sold each month*.


*Subject to change

ABOUT MEMBERS CONFERENCE RESOURCES LOG IN

Multi-Use Venues: Your Guide to Capturing New Audiences

+ f t e

In this new guide for multi-use venues, the experts at Samsung discuss the nuances of different fan bases and what they mean for your venue's AV technology solution.



Watch later Share

Esports

Professional sports venues are major investments. Hundreds of millions of dollars are often spent on these projects, and the results are undeniably spectacular. But how can venues use that space to appeal to more than just sports fans and deliver new experiences?

With ever-improving innovations and fresh, creative display solutions, gone are the days of serving a single purpose. Sports venues are moving into a new era of always-on, multi-use entertainment.

Fans seek the best. And although audiences hold unique motivations, they do have something in common: They all crave the feeling of belonging to something greater than themselves. Audiences love live events because there is no digital substitute for the energy of the real thing. This feeling of inclusivity and community are universal for event goers, and it can mean a lot of things for venues, most importantly that there's plenty of opportunity for growth.

In recent years, there has been major progress in display technology. Companies are offering higher resolution, tighter pixel pitch, larger sizes, and more creative solutions to their customers. Spaces can also implement better sound systems, interactive boards, and improved 5G Wi-Fi.

Enhancements don't have to be limited to the interior of stadiums. Venues are looking at exterior spaces with the same lens. Adding exterior displays and interactive technology turns tailgates, parking lots, and areas around the stadium into a communal space, giving audiences of all sorts a space to congregate and feel a sense of belonging. Plus, with growing customization options, there are endless ways to tailor the experience.

It's no longer feasible for venues to function as utilitarian destinations primarily for sporting events. The need for flexibility to support a variety of events is more important than ever, and digital display technology is the key to making it happen.

This venue solution was published in partnership with Samsung Electronics America.

One-Solution Partner for Your Multi-Use Venue

Samsung Electronics America is a true one-stop shop for multi-use venue needs. Samsung continues to innovate creative solutions and deliver a variety of products with unmatched quality and customer service. For a more in-depth look at how Samsung can help you make the leap to multi-use, download the new ebook *Multi-Use Venues: Your guide to capturing new audiences*.

Please contact our team with any questions or if you would like to discuss a project: LEDDisplayMarketing@sea.samsung.com.

NEW IN 2021

ALSD Webinar: \$5,000

- This opportunity includes:
 - One placement on a live virtual panel event (~45 minutes, promoted and hosted by ALSD)
 - Logo placement in introduction bumper (PNG format preferred) in webinar recording video
 - Logo placement on end screen (PNG format preferred) in webinar recording video
 - Outbound link to website or specific webpage can be included in the recording video description
- Invitations to attend the live webinar will be sent to our database of over 15,000 sports and entertainment professionals.
- ALSD will share attendee registration data, inclusive of email addresses, with webinar partners.
- The webinar event will be recorded. This video content will be published on the ALSD YouTube channel and on ALSD.com for on-demand viewing and will appear natively within YouTube playlists (if applicable) and on ALSD landing pages (if applicable).
- Panelist contributions must not be overly promotional in nature but rather focus on case studies and demonstrate thought leadership on the topic being discussed.
- A maximum of two webinars will be sold each month*.



ALSD Demos: \$5,000

- This opportunity includes:
 - One new product/service demonstration video (~5-minutes, recorded by ALSD)
 - Logo placement in the introduction bumper (PNG format preferred)
 - Logo placement on the end screen (PNG format preferred)
 - Outbound link to website or specific webpage can be included in the recording video description
- This content format is an interview between an ALSD staff member and vendor partner representative with b-roll overlay opportunities.
- This video content will be published on the ALSD YouTube channel and on ALSD.com and will appear natively within YouTube playlists (if applicable) and on ALSD landing pages (if applicable).
- This content is well suited for introducing new products or companies breaking into the sports vertical for the first time. Content can be promotional in nature when describing the specific product/service.
- A maximum of one demo will be sold each month*.

**Subject to change*



PRINT ADVERTISING

Print Advertising

Four Color:	\$1,200
Full Page, Full Bleed (8 3/8 x 10 7/8 inches PLUS 1/4 bleed)	
Cover Rates:	
Inside Front Cover:	\$1,800
Inside Back Cover:	\$1,800
Outside Back Cover:	\$2,400

These print advertising rates apply only to our annual conference program distributed at the ALSD Conference and Tradeshow. Starting in 2021, the ALSD will discontinue publishing *SEAT* Magazine.

For any advertisers who will be reactivating an existing contract that includes print advertising, the equivalent digital package is:

- 1 Print Ad = 1 Native Advertisement
- 2 Print Ads = 1 Native Article
- 3 Print Ads = 1 Native Video
- 4 Print Ads = 1 Webinar

The \$6,000 Program:

For a one-time rate of \$6,000, benefits include:

- One (1) 10x10 Exhibit Space at the Tradeshow
- One (1) Four-Color, Full-Page Advertisement Insertion in the Conference Program
- Choice of One Native Article, Two Native Advertisements, or Four Leaderboard Ads
- One (1) Buyers Guide Listing
- One Year ALSD Membership – Up to six (6) members
- 100 Word Product/Organization description in the Conference Program



PRINT AD SPECIFICATIONS

The *ALSD Conference and Tradeshow Program* is produced in Adobe InDesign on an Apple computer and printed via PDF workflow direct-to-plate web offset by Franklin Printing, Brooklyn, New York.

The conference program cover prints on 100# gloss cover weight; body prints on 70# gloss text weight and is perfect bound.

SIZE

- The final magazine trim size is 8 3/8 x 10 7/8 inches.
- **Add 1/4 inch bleed minimum on all sides, if applicable.**
- Do not include crop marks.
- **Make sure files are saved as a PDF to the correct trim size (8 3/8 x 10 7/8) PLUS BLEED (1/4 inch), if applicable. Text and any graphics that should not trim must be at least 1/2 inch away from the trim.**

DIGITAL REQUIREMENTS

- CMYK (no RGB) files.
- All photos should be 300dpi.
- **Save file as a hi-res PDF (required).**
- **Do not include crop marks.**
- Send via email (if under 20 MB) or ftp site (Dropbox, etc.) download if larger.
- Fonts must be embedded in the PDF.
- Email to jared@alsd.com.

EDITORIAL CALENDAR 2021



Leading the Premium Seat Industry Since 1990

For more information on advertising and sponsored content opportunities, please contact:

Max Snyder

Chief Revenue Officer

max@alsd.com

Between the SEATs:

January:

December 18 (2020): Editorial + Ad Deadline
January 6: Send Date

February:

January 22: Editorial + Ad Deadline
February 1: Send Date

March:

February 19: Editorial + Ad Deadline
March 1: Send Date

April:

March 26: Editorial + Ad Deadline
April 1: Send Date

May:

April 23: Editorial + Ad Deadline
May 3: Send Date

June:

May 21: Editorial + Ad Deadline
June 1: Send Date

July:

June 25: Editorial + Ad Deadline
July 1: Send Date

August:

July 23: Editorial + Ad Deadline
August 2: Send Date

September:

August 27: Editorial + Ad Deadline
September 1: Send Date

October:

September 24: Editorial + Ad Deadline
October 1: Send Date

November:

October 22: Editorial + Ad Deadline
November 1: Send Date

December:

November 19: Editorial + Ad Deadline
December 1: Send Date

*Please Note: All dates are
subject to change by the ALSD.*

PARTNER SOLUTIONS CONTENT GUIDELINES

The ALSD reserves the right to maintain the editorial style of our digital publications, and in so doing, all Partner Solutions content must adhere to our design requirements. By adhering to these requirements, the process for the potential approval of content will be expedited. The ALSD further reserves the right to alter or edit our Partner Solutions Content Guidelines at any time.

Additional terms and conditions are:

- Headlines must be contained on two lines on ALSD.com, or a maximum of 100 characters.
- Descriptions must be contained on two lines on ALSD.com, or a maximum of 190 characters.
- Body copy should be 500-750 words and should blend with the style and formatting of the website. (Word counts are approximate. You may be required to cut or add content as requested by the ALSD.)
- All contact information must be included in a bio area appearing at the bottom of the Partner Solutions content and be limited to 100 words.
- Imagery should be a part of the Partner Solutions content, meet minimum size requirements (800px by 500px), and complement the content length.
- Images should be lifestyle in nature rather than product images.
- One photo is permitted.
- Regarding images:
 - The advertiser must be the copyright holder of any image provided.
 - The advertiser must have written release for images, including people.
 - Images must specifically relate to the content's message or product.
 - Digital images should have horizontal orientation with dimensions of 800px wide by 500px tall.
 - Images should be able to be reasonably cropped as necessary if not matching above sizing.
- All copy submitted is subject to approval and/or editing by the ALSD for editorial style, spacing, and grammar.
- Ads within Partner Solutions content are not permitted.
- The ALSD will add "This venue solution was published in partnership with x company." in a footnote of each content piece.
- The ALSD will inset a caption of "Partner Solutions" into all images.
- Partner Solutions content should be written in the style of an article that discusses the benefits to be experienced by the user of the product/service (as opposed to the features of the product/service) and will include real-life scenarios or case studies to demonstrate effectiveness.
- Partner Solutions content space is meant as a substitute for print advertising space. However, custom packages are available.
- If purchased outside the parameters of a \$6K package or custom-designed package, fees apply to any articles accepted as part of these guidelines. The fee for each piece of content accepted will be USD \$2,400 per article (or USD \$6,000 for a three-story package). This fee may be adjusted from time to time at the ALSD's discretion.
- Links shall be approved by the ALSD and must be relevant to the content's topic.
- All Partner Solutions content is subject to review and approval by the ALSD prior to publication.
- Submissions will exist on ALSD.com in perpetuity unless the advertiser requests removal, or if the content becomes redundant.
- Advertisers must agree to indemnify the ALSD and hold it harmless from and against all claims, damages, losses, and expenses, including court costs and reasonable fees and expenses of solicitors, expert witnesses, and other professionals, arising out of or resulting from any action by a third party against the ALSD that is based on any claim that any Partner Solutions content infringes a copyright or other proprietary right or violates a trade secret.
- By submission of Partner Solutions content, advertisers agree to have read this Agreement and agree to be bound by it, and also agree that the foregoing accurately reflects our agreement with respect to the subject matter hereof.