

2010

Wallingford Annual Rowing Regatta Programme and Website Advertising

The annual Wallingford Rowing Regatta is one of the major rowing events in the whole of the UK. This year it is taking place on **Sunday 2 May**.

The regatta attracts competitors and their supporters from all over the south and will be held at Dorney Lake, the site of rowing at the 2012 Olympics. This allows for very exciting 7 lane racing over 2,000m with 130 races every 5 minutes throughout the day. There will be 2,500 competitors. They come from many of the public schools in the South East, southern rowing clubs, Oxford colleges and universities and the local area. They are supported by at least 3,000 spectators over the weekend. It is a fantastic opportunity for businesses to raise their profile with such an audience.

A unique opportunity

The Regatta is offering the opportunity to advertise in the programme and also on the Regatta website.

The programme is an essential item for spectators. It contains:

- a timetable of all races
- the 'draw': showing who is racing who
- a map of the course
- introduction from the Wallingford Regatta Committee
- articles on previous regattas

The Regatta website is used by all competitors prior to the day to gather information, submit their entries and check the draw. Introduced in 2008 was a **results service for mobile phones** which was used in real time by competitors and spectators to get race results shortly after crews crossed the finish line – even before the results were printed!

Act NOW

As you might imagine there is limited space and it is being allocated on a first come first served basis.

Programme advertising options:

prime position £180 (inside front and back cover, outside back cover - colour)
page £130 (black & white)
half page £80 (black & white)

Main website advertising: (www.wallingford.regatta.org.uk)
£80 Rotating vertical banner advert for period April until June
£30 Rotating vertical banner advert per week

Results service for mobile phones:

(didwewin.info)
Introduced in 2008 – receiving over 30,000 hits on race day
£150 Two line ad on every page

Final booking deadline: Friday 16 April

All copy for advertisements to be finalised by Friday 16 April (ideally before)

The programme is A5 in size.

Size of advertisements (programme):

full page 185mm deep x 130 mm wide
half page 90 mm deep x 130 mm wide

Size of advertisements (website):

Vertical banner 120 pixels wide x 240 pixels high
Advertiser to supply banner in correct size as a gif or jpg file or text and a logo



Wallingford Rowing Club

Note: Wallingford Regatta and Wallingford Rowing Club are not VAT registered.

**Biggest
one day regatta
in the UK
in 2009**



Contacts

To book your advertisement please call:

Atlanta St John - tel: 07595675127 or
e-mail: advertising@wallingfordrc.co.uk

Please send artwork to:

Jane Anderson
e-mail: jane.anderson@targetjobs.co.uk