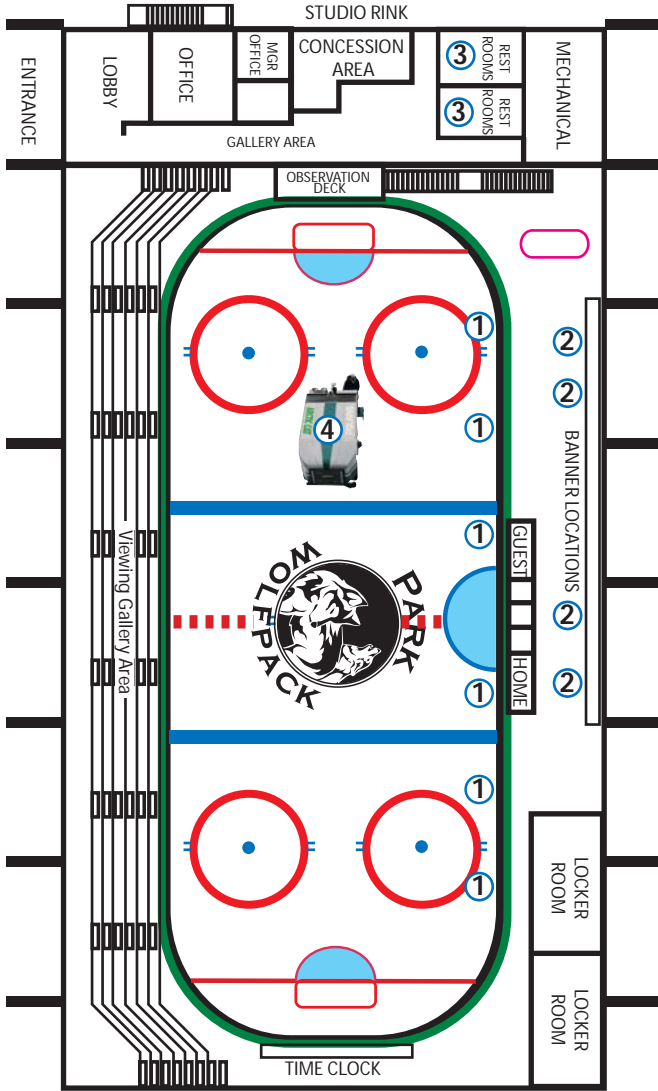


COTTAGE GROVE ARENA



Ad Locations:

1. Dasher Board Ads
2. Wall Ads
3. Restroom Ads
4. Resurfacer Ads

Bulk Rate
U.S. Postage
PAID
Cottage Grove, MN
Permit No. 1

Cottage Grove Ice Arena
8020 80th St. S.
Cottage Grove, MN 55016

Advertising Opportunities



8020 80th St. S.
Cottage Grove, MN 55016
Phone: 651-458-2846
Fax: 651-458-2845

Website www.cottage-grove.org

Target Market Area



Shoot and score a marketing success in your area

What makes advertising at the Cottage Grove Ice Arena a good marketing tool?

- Park Hockey Games (Boys and Girls) Youth Hockey Games/Tournaments, and Figure Skating shows often bring in over a 1000 spectators per day.
- Over 500 hockey games/scrimmages between local and outlying communities bring in players, families, friends and hockey/skating enthusiasts each hour.
- The CG Ice Arena is the most heavily trafficked spectator facility in the City of Cottage Grove.
- Your advertising dollars are at work every day for 10 months out of each year.
- Cottage Grove Ice Arena offers a captive audience with a wide array of target markets.



Why is advertising at the Cottage Grove Ice Arena preferable over other forms of advertisement such as newspapers, internet, magazines, and mailings?

- Your potential customers are captive, they cannot turn the page, fast-forward, or throw away your message.
- The advertisement is reinforced thousands of times on your selected demographic each time they enter the building.
- Typical patrons are in the Ice Arena for an hour or more each visit.
- Arena patrons range from 2 to 102 years old, all levels of education and careers, single to large families, and many more target markets specific to your needs.
- Your advertisement shows a sense of commitment to the community and its families.



Who Benefits from Advertising at the CG Ice Arena?

- The Advertiser: your message is witnessed by thousands.
- Youth: Advertising revenue helps the CG Ice Arena keep ice rental rates reasonably priced so all our youth have the opportunity to participate in hockey and ice skating.
- Community: Other programs such as public skating, spectator events, and birthday parties make the ice arena a facility designed for the entire community.

DASHER BOARDS

Dasher Board advertisements tend to be the most popular form of advertising in the Ice Arena industry today! These ads surround the surface of the rink and provide the most visible and lengthy exposure to arena patrons.



3' X 4" Advertisement = \$500/yr

3' X 8" Advertisement = \$850/yr

Ad Description: Clear lexon is mounted over each advertisement for protection. The Ice Arena will provide the lexon and installation of the sign. The actual production of the sign is the responsibility of the advertiser. However, the Ice Arena can help you in contracting out design and production work. Any modifications after installation will be the responsibility of the advertiser.

WALL ADS

These advertisement spaces are available above each player box. This location is directly across from the bleacher viewing area and near the scoreboard for maximum exposure. Ads are made from lightweight laminated paper and are the responsibility of the advertiser.

3' X 4" Advertisement = \$350/yr

3' X 8" Advertisement = \$500/yr



ICE RESURFACER ADS

Every time the Olympia makes its popular appearance, your message is reshown. These ads are guaranteed to get attention. Artwork will be paid for by the Arena if a three-year contract is signed.

TOP = \$1,000/yr

SIDE = \$1,250/yr



RESTROOM BOARDS

Your message may be posted in front of toilets or urinals. These ads will guarantee a captive audience. Ads are 14" X 20". Prints are to be supplied by the advertiser.

14" X 20" Advertisement = \$40/month

***Summer Rate (June-Aug) = \$50/summer**

