

2020 Football Entertainment Guide

When the pigskin hits the turf – that's when you know fall has arrived. Around here, that's October 24, 2020. Join us in giving the campus and greater West Lafayette community all they need to know to root for – of course – the Boilermakers. Best places to catch the game, tasty takeout football nosh, or any other specials your business is offering, here's how to get into the 2020 Football Entertainment Guide.



Printed and posted online on Thursday, October 22

- At least four pages, full color, all things Purdue football.
- More than 8,000 copies distributed to 175 locations campus and city wide
- Posted online at purdueexponent.org, which garners 2.1 million visitors each year.
- Additional printed copies available for all advertisers.

Multimedia Packages



Gold and Black Sponsor - \$3,000 (Limit 1)

- One ¼ page ad announcing you as the leading sponsor on the front cover
- One Banner ad for one month on the purdueexponent.org home page
- Two sponsored Tweets (more than 31,000 followers!)
 - One on Oct. 19 and one on game day, Oct. 24.



Boilermaker Sponsor - \$1,500 (Limit 2)

- One 1/8 page ad announcing you as a sponsor on the front cover
- One Button ad for one month on the purdueexponent.org home page



Hail Purdue Sponsor - \$750 (Limit 3)

- One Type 4 classified ad announcing you as a sponsor on the front cover
- One full day of stand-alone, single slide advertising on the electronic sign at The Exponent, 460 Northwestern Ave.

Other standard display advertising opportunities available.

**Book your investment today!
Deadline: October 19, 2020**



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