



**86th Annual**  
**2014 NCAA® DIVISION I**  
**WRESTLING CHAMPIONSHIP**



**OFFICIAL NCAA SOUVENIR**  
**PROGRAM, TICKET & BOUT SHEET INFO**

The 2012 NCAA Wrestling Championships, held in St. Louis, had a projected overall economic impact on the St. Louis region of some \$14.7 million, with an estimated \$7.6 million in direct spending by visiting fans on admissions, concessions, hotels, meals and in-town travel, and an additional \$7.1 million in indirect impact, as those dollars circulated through the St. Louis economy.

The analysis estimated that approximately 18,000 out of town fans attended the matches over the three-day period. The 2013 NCAA Championships in Des Moines sold out to the general public in a matter of minutes. Economic impact numbers were still being compiled at press time.

The NCAA Wrestling Championships is one of the most unique advertising opportunities in wrestling, to a very captive and loyal audience.

*Official NCAA Wrestling Championship Programs* are available to fans as they enter the arena and are sold throughout the facility during the NCAA Championship sessions.

Each advertiser who purchases a half-page color ad or larger in the NCAA program can also purchase two all-session tickets at face value of \$225 each, which includes shipping. Inquire with Bryan Van Kley for details.

Advertising banner ads on the Bout Sheets are available on the bottom of each weight class page. They are available on a first-come, first-serve basis, require a full-page color print ad in the NCAA Program, and carry a first right of refusal moving forward.

***Championship Dates... March 20, 21 & 22, 2014***

***Championship Program Readership... 40,300***

***Ad Space Reservation... February 7, 2014***

***Ad Material Deadline... February 14, 2014***

***Net Advertising Rates***

<b><i>FOUR-COLOR</i></b>		<b><i>BLACK &amp; WHITE</i></b>	
Full Page	\$1,740	Full Page	\$1,390
2/3 Page	\$1,310	2/3 Page	\$1,045
1/2 Page	\$1,045	1/2 Page	\$840
		1/3 Page	\$635
		1/4 Page	\$485

Please request advertising specifications



For additional information contact your Advertising Sales Representative Bryan Van Kley or IMG at 502.459.4346. Bryan Van Kley is an authorized Sales Representative of IMG for the NCAA Wrestling Souvenir Program