



Director of Rugby Rates and Data

Demographic data (updated October 2009)

Male 96%
Female 4%

Under 15 7.50%
15 – 24 42.40%
25 – 34 23.60%
35 – 44 15.60%
45 – 54 8.40%
Over 54 2.50%

Sponsorship

Sponsorships are based on average projected page views of 2.4m per sponsorship, per year

Rate card pricing is based on a range from 57.5p to 97.5p per thousand page views (cpm)

NB We are currently exceeding page view projections

For a very limited period only we are offering a launch discount of 75% off rate card

Item	Type	Title	Rate card £ pm	Less 75% = £ pm	Less 75% = £ pa
#001	Player Award	English Premiership / Player Award	115.00	28.75	345.00
#002	Player Award	English Premiership / MOM Award	115.00	28.75	345.00
#003	Player Award	English Premiership / Top Points Award	115.00	28.75	345.00
#004	Player Award	English Premiership / Top Tries Award	115.00	28.75	345.00
#005	Player Award	Celtic League / Player Award	115.00	28.75	345.00
#006	Player Award	Celtic League / MOM Award	115.00	28.75	345.00
#007	Player Award	Celtic League / Top Points Award	115.00	28.75	345.00
#008	Player Award	Celtic League / Top Tries Award	115.00	28.75	345.00
#009	Event	English Cup	115.00	28.75	345.00
#010	Event	Celtic Cup	115.00	28.75	345.00
#011	Event	European Shield	155.00	38.75	465.00
#012	Team	Bath	155.00	38.75	465.00
#013	Team	Bristol	155.00	38.75	465.00
#014	Team	Gloucester	155.00	38.75	465.00
#015	Team	Harlequins	155.00	38.75	465.00
#016	Team	Leeds	155.00	38.75	465.00
#017	Team	Leicester	155.00	38.75	465.00
#018	Team	London Irish	155.00	38.75	465.00
#019	Team	London Wasps	155.00	38.75	465.00
#020	Team	Newcastle	155.00	38.75	465.00
#021	Team	Northampton	155.00	38.75	465.00
#022	Team	Sale	155.00	38.75	465.00
#023	Team	Saracens	155.00	38.75	465.00
#024	Team	Worcester	155.00	38.75	465.00
#025	Team	Cardiff	155.00	38.75	465.00
#026	Team	Connacht	155.00	38.75	465.00
#027	Team	Edinburgh	155.00	38.75	465.00
#028	Team	Glasgow	155.00	38.75	465.00
#029	Team	Leinster	155.00	38.75	465.00
#030	Team	Llanelli	155.00	38.75	465.00
#031	Team	Munster	155.00	38.75	465.00
#032	Team	Newport GD	155.00	38.75	465.00
#033	Team	Ospreys	155.00	38.75	465.00
#034	Team	Ulster	155.00	38.75	465.00
#035	Event	English Premiership	195.00	48.75	585.00
#036	Event	Celtic League	195.00	48.75	585.00
#037	Event	European Cup	195.00	48.75	585.00
#038	Special Page	Messages	195.00	48.75	585.00
#039	Special Page	Negotiations	195.00	48.75	585.00
#040	Special Page	Financial	195.00	48.75	585.00
#041	Hotspot	Game Plan Page	195.00	48.75	585.00
#042	Hotspot	Coaching Page	195.00	48.75	585.00

Sponsorships (excluding Hotspots) are for a minimum period of one year, but can be paid monthly

Hotspots are for a minimum period of one month

For more information please contact Jon Fletcher at Powerplay Partnerships
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