

September, 2007

Attention Advertising Director:

Trying to reach to a wider audience? Trying to hit certain target demographics? If the answer is yes to either or both questions, then - **Get in the Game!** Advertise in the Nebraska School Activities Association state championship programs.

Each year the NSAA State High School Championships attract people from around the state to Lincoln, Grand Island, Hastings, Kearney, and Omaha – where NSAA championship events are held. Grandmothers, grandfathers, moms, dads, aunts, uncles, etc., come to watch the State High School Championships. Entire towns will follow their schools all the way to “State.” In fact, 292,665 people paid to attend NSAA state championship events last year. There is no better way to reach a wider demographic audience or specific groups than advertising in the NSAA championship programs. Why? Because everyone comes to the state tournament!

I would like to invite you to consider the advantages of advertising in this year’s Nebraska High School State Championship programs. These programs, produced by Sterling Digital Networks, LLC., for the Nebraska School Activities Association, are wonderful keep-sake items that link the coaches, competitors and fans to their memories of qualifying and participating in the state championships.

Every program is professionally produced and serves as an ideal vehicle to deliver your message to an audience of teens and adults alike. Program content includes event schedules, history, and records, plus complete rosters and statistics for each team and the names and schools of the individuals qualifying for our state championships.

Enclosed you will find a brochure providing details of this year’s events, dates, advertising rates, deadlines, and requirements for placing your ad. If you have further questions, please contact Melanie Kluever at Sterling Digital Networks in Lincoln (888-438-0316 ext 106 or 402-730-7793). You may also e-mail Melanie at [nsaa@SterlingDigital.tv](mailto:nsaa@SterlingDigital.tv) Sterling will coordinate the advertising sales and program production for all NSAA events. Sterling also coordinates the advertising on our website: [www.nsaahome.org](http://www.nsaahome.org) - another option you might consider. One of the most popular websites in the state of Nebraska, the NSAA website recorded 100 million hits last year.

**Get in the Game** and deliver your message to Nebraskans by advertising in the 2007-08 NSAA State Championship programs.

Sincerely,

Jim Angele  
NSAA Director of Publications