

Dear Advertiser:

The *Southern Lincoln County Recreation Complex* has supported the Lincoln area community since 1966. Our sports complex has provided space for regional baseball, softball, and soccer games. It has also provided backup space for several county schools, for both day and night games.

This gaming environment provides several excellent advertising opportunities that will let you get your company's word out to the community. This package contains the details of advertising during any of the game seasons, through out the web, or even on our Lincoln area web page.

Please take time to review the possibilities, and notice that you can secure a better price for your investment when you advertise in more than one way. One more thing... we need your advertising dollars because they are what keeps the park operating.

The following items identify the types of advertising that is available for our park and web site:

### Fence Signs:

Field signs will be sold at \$175 first year (includes the creation of sign, add \$25 for logos) and \$75 in subsequent years, per field.

Field Description	First Year*	Per Year
Baseball/Softball field	\$175	\$75
Baseball/Softball fields(2)	\$350	\$140
Baseball/Softball fields(3)	\$525	\$205
All Ball fields(4)	\$700	\$270
Soccer** field only	\$175	\$75
Soccer*** + Baseball/Softball field	\$250	\$140

\* For signs with logos, add \$25 to the prices shown.

\*\* Soccer field sign placement should be available in 2004.

\*\*\* When combined, the baseball or softball sign can be moved to the soccer field at the end of the ball season, saving on sign costs.

### Ownership Signs:

This is restricted to companies that are willing to help build new dugouts, general repairs, or add a new concession stand or bleachers to the soccer fields, or other valuable items, as deemed by the Board. These companies will be granted a sign placement on the new building or repaired item.

The size of the sign, quality, and placement location shall be solely determined by the Board and must be specified in writing.

The period over which the sign placement shall extend will be a number of years as agreed to in the planning document associated with the repaired item or new building. No such ownership sign will be granted without proper paperwork being signed prior to the building or repair work.

### Game Book Ads:

We will create a 5 ½ x 8 ½ saddle-stitched "game" book to outline the rules, schedule, and other relevant information needed by each player. Ads in this book will be sold on the following basis:

1. Eighth page ad at \$20,
2. Quarter page ad at \$35,
3. Half page ad at \$60, and
4. Full page ad at \$100.

Also, we will provide a name recognition page for individuals that wish to donate \$10 to the park. This page will consist of a list of names identifying the benefactors.

### Web Banner Ads:

The web site, which is owned and operated by MindGate Technologies, is used to support sports in Lincoln County. In 2002 and 2003, this support was restricted to soccer. It is now being expanded to support baseball and softball, and will make an area available to support the park.

Additionally, we will even try to link and track the area football games played by our schools, so that there is one "local" source for sports news and activities on the web. Currently, our web tracks weather and allows the coaches to post messages and communicate with their players and player parents easily. It also provides a tool by which the organization managers (AYSO, Babe Ruth, Little League, Softball, etc.) can keep in touch with the coaches.

Since the web will be visited by many sports fans, advertising will be a natural benefit to you. This web site will offer *banner* ads.

*Banner* ads provide a fixed location, but are swapped out in time (about every 5 seconds) with other ads, rotating in sequence. These ads provide a less expensive means for advertising, but are only guaranteed to be seen on a per visitor basis (i.e. 1 in 10 will see the ad on first access to the page, but the longer a visitor stays on page, the more they will see your ad).

In-season and out-of-season advertising, and advertising bundles will be offered. As such, web banner ads will offer local businesses a means of presenting themselves to the community on a year-round basis. Advertising on the web will be coordinated with the existing baseball and softball field signs and the future soccer field sign advertising. To accommodate a fair distribution of the ad revenues from this web site, the web will use the following guidelines:

*Front-page banner ad.* The cost is \$100 per month (or \$1,000 for a one-year contract) with guaranteed access to 1 in 10 visitors to the web. Advertisers wishing to designate that their fees be given to a particular organization (must specify this in the advertising contract). The ad size will be limited to 350x80 pixels (based on 96 dots per inch).

*Sectional banner ad.* The cost is \$50 per month during the season, and \$25 per month out of the season, and has a guaranteed access to 1 in 20 visitors to the park's page of the web. The revenues of these ads will be tagged for the park's use. The ad will be limited to 350x80 pixels.

### Discounts:

Advertisers placing seasonal banner ads with ball field signs, or game book ads, and web ads will be accorded up to a 15%. This discount structure will apply to all ads, except for the main page banner ads.

### Occasional Fees and Policy:

Advertisers will be permitted to change their web ads on a monthly basis without charge. A \$10 fee will be charged for ads changed on demand. This fee will not be distributed to the various organizations, but will be used to support the cost of making the change. It is the right of MindGate Technologies to not place any ad that it deems offensive to the public. At least 2 days should be given before any ad changes will appear on the web.

### Who to Contact:

To advertise on this web site or with any other method listed in this book, please contact

Randy Smith  
433-2232

Renus McGeorge  
433-6019

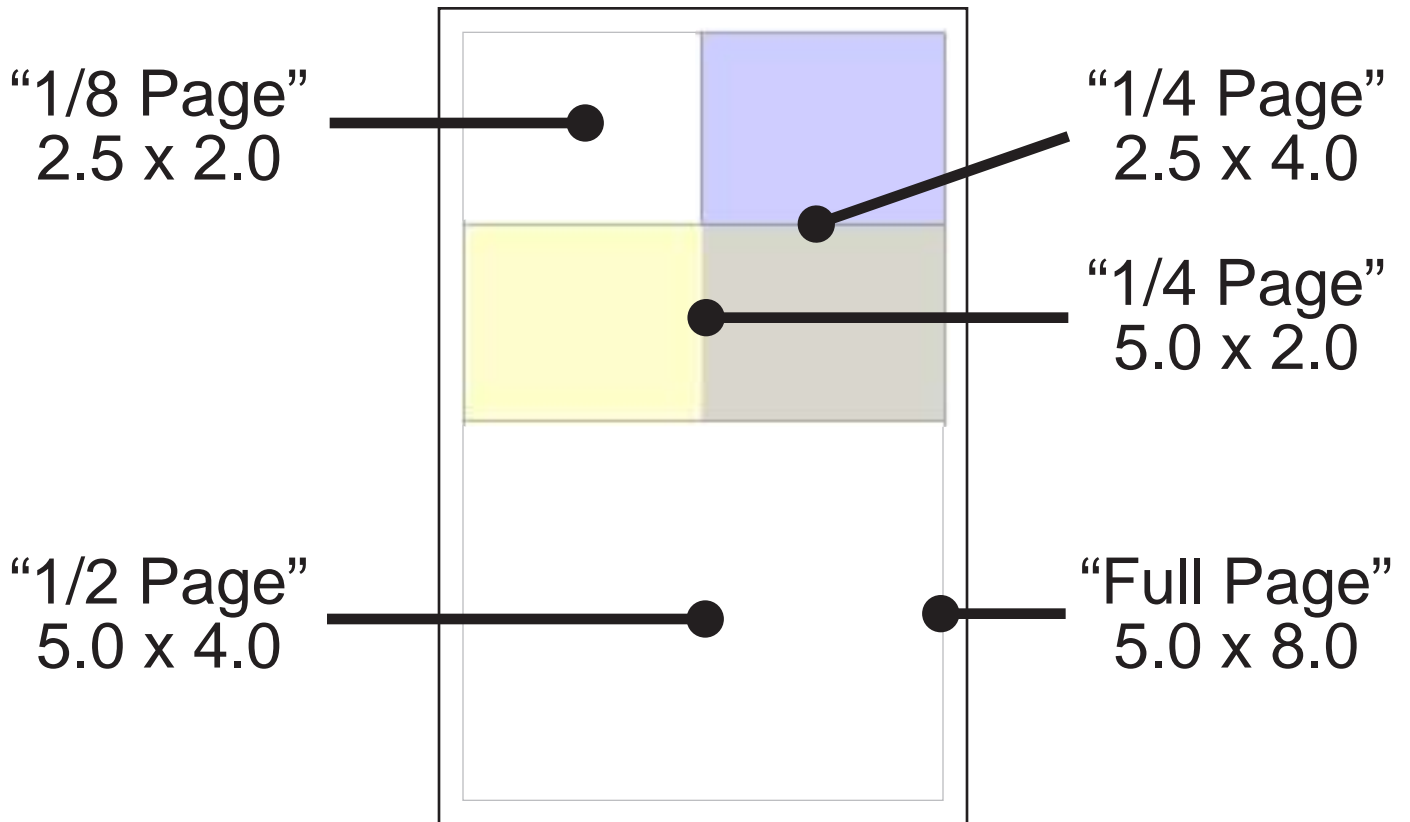


Sign with Words Only



Sign with Logo Art

“Game Book” 5.5 x 8.5



“Web Banner”  
350x80 pixels