



the western weekender

extra time

Penrith's rugby league leader
for three decades

The Panthers & Western Weekender A STRONG COMBINATION

The Western Weekender has provided the Penrith region's leading coverage of the NRL and the Panthers for the last 30 years. We've been there for the 1991 and 2003 Grand Final victories, we were there for the wooden spoons, the close wins and the heartbreaking losses.

We've profiled stars before they were stars, kept you up to date with everything happening behind the scenes and provided the most comprehensive analysis of the Panthers.



Extra Time is presented as a 16-page liftout inside the Weekender each week, providing Penrith's most comprehensive and detailed coverage of the Panthers. We're behind the scenes at training, there on game day and have our ear to the ground through the week to bring readers an outstanding coverage of the biggest show in town.

Extra Time is the must-read publication for Penrith Panthers fans every week.

In 2020, you have the chance to market your business through Penrith's premier rugby league liftout as well as experiencing a first class game day experience by partnering with the Weekender and Extra Time. Our premium Extra Time packages offer the best of both worlds - incredible advertising opportunities, and the chance to cheer on the Panthers in style!

PACKAGES

THE TRY PACKAGE

- Full page ad in Extra Time every week during the NRL season
- Two Chairman's Lounge tickets to every Panthers home game at Panthers Stadium, sitting on The Western Weekender table. Beer, wine and spirits plus three course meal included
- Two spots in the Western Weekender celebrity tipping competition for your company
- MREC advertisement on the Western Weekender website for the length of the NRL season (25% SOV)
- Editorial Opportunity: One half page story in Extra Time through the year about why you / your company loves the Panthers, or a chance to make a special offer to Panthers fans / Extra Time readers.
- Sponsorship of one section of Extra Time, ie 'NRL ladder brought to you by YOUR COMPANY' with logo
- Facebook promo post: Two posts through the season promoting your business on the Weekender's Facebook page. Can be a static or video post
- Invitation to the Weekender's Extra Time launch lawn bowls day in February 2020
- Go to the movies on us for a year! Four Hoyts tickets every month as part of your package
- Bonus \$2000 advertising credit to use on any Western Weekender advertising product/medium

Total cost: \$1,250 + GST per week for minimum 26 weeks (maximum 30 weeks)

THE GOAL PACKAGE

- Half page ad in Extra Time every week during the NRL season
- Two Chairman's Lounge tickets to every Panthers home game at Panthers Stadium, sitting on The Western Weekender table. Beer, wine and spirits plus three course meal included.
- One spot in the Western Weekender celebrity tipping competition for your company
- MREC advertisement on the Western Weekender website for the length of the NRL season (25% SOV)
- Invitation to the Weekender's Extra Time launch lawn bowls day in February 2020
- Go to the movies on us for a year! Two Hoyts tickets every month as part of your package
- Bonus \$1000 advertising credit to use on any Western Weekender advertising product / medium

Total cost: \$800 + GST per week for minimum 26 weeks (maximum 30 weeks)



THE FIELD GOAL PACKAGE

- Quarter page ad in Extra Time every week during the NRL season
- Two Chairman's Lounge tickets to five Panthers home games at Panthers Stadium, sitting on The Western Weekender table. Beer, wine and spirits plus three course meal included
- One spot in the Western Weekender celebrity tipping competition for your company
- Invitation to the Weekender's Extra Time launch lawn bowls day in February 2020
- Bonus \$500 advertising credit to use on any Western Weekender advertising product / medium

Total cost: \$500 + GST per week for minimum 26 weeks (maximum 30 weeks)

THE TACKLE PACKAGE

- Quarter page ad in Extra Time every week during the NRL season
- Two Chairman's Lounge tickets to one Panthers home game at Panthers Stadium, sitting on The Western Weekender table. Beer, wine and spirits plus three course meal included
- One spot in the Western Weekender celebrity tipping competition for your company
- Bonus \$500 advertising credit to use on any Western Weekender advertising product / medium

Total cost: \$300 + GST per week for minimum 26 weeks (maximum 30 weeks)

Specific matches for the Chairman's Lounge in the Field Goal and Tackle packages are allocated at random. Games can be requested with every possible attempt made to meet the request. Please discuss this with your sales executive.

Connecting the **COMMUNITY**



We look forward to
working with you