

GREAT LAKES ATHLETIC CLUB

Media Kit



GLACMedia Advertising Opportunities

With Great Lakes Athletic Club Media you'll not only reach customers, you'll surround them, you'll talk with them. We will create opportunities that can lead to brand loyalty, and strong relationships all of this is achieved within a range of media platforms that relate to your customer like no other can. See what we can do for you. Our clients tailor programs using a mix of related media platforms to drive results.

Nielsen Media Research on health club network media:

Total ad recall (recalled 1 or more ad)	63.4%
Average length of stay:	81.6 minutes (self reported)
Percent that watched or listen to the network every time, most of the time, and some of the time during a workout:	63.1%
Attitudinals(among watched/listen) It's a good thing for GLAC to offer to patrons	82.4%
GLAC fitness network is entertaining	81.3%
The GLAC network TVs make working out more enjoyable	80%

GLACMedia Advertising Opportunities

GLAC FITNESS NETWORK

Get your brand in the mix with **GLAC Television Network**

The only form of music entertainment in our club, and the ambient sound throughout the club.

GLAC network programming helps viewers enjoy and get the most out of their workout. Messages play on our 52" multi vision T.V. screens, 15 total with 25 percent of all screens tuned into the GLAC fitness network

OUT OF HOME ADVERTISING

GLAC Indoor Advertising

GLAC Indoor Advertising places Poster sized ads in high traffic areas-near and in the locker rooms, And fitness entrances, as well as other prime locations. With only 20 frames they get high visibility and with more than 1,300 people visiting each day. The medium offers serious repeat exposure to a health conscious consumer.

GLACMedia Advertising Opportunities

SAMPLING. A 6 hour period.

- Nothing beats real interaction for customer relationships
- Sampling is a powerful complement to our other media platforms.
- With personal sampling we allow you to hand you product, service to our members. Sampling allows members to try select products and services from a strategically located table display.

EVENT SPONSORSHIP.

- Great Customers attend our athletic events as participants and spectators. Get in front of them and you'll associate your brand with a captive audience.
- Many GLAC Media clients add event sponsorship as a supporting element along with Indoor placements, GLAC fitness network to supplement and strengthen their overall brand presence.

GLACMedia Demographic Information

Demographics:

48%	Men
52%	Women
52%	Parents
36 years	Median Age
\$95,900	Median HHI

Household Income:

26%	\$150,000 +
47%	\$75-149.99

Education:

67%	Graduated College +
71%	Graduated College

GLACMedia Demographic Information Contd.

Marital Status:

73%	Married
21%	Never Married

Children in Household:

54%	Any
28%	2

Home Ownership:

\$320,000	Median of Value of Owned Home
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GLACMedia Indoor Advertising

WHAT IS IT? GLACMEDIA Indoor Advertising places beautifully framed ads in high traffic areas of our clients choice within premium locations. The ads deliver great value, exceptionally low CPM, long lasting impressions and the repetition needed to reinforce messages and deliver results.

STRENGTHS

- Location location location
- Your advertising appears in high-traffic areas.
- Your brand message is on display in breathtaking upscale facility.
- You get exposure to highly affluent consumers.

BENEFITS

- Low CPM-No other method is more cost effective in getting your message in front of a targeted desirable audience.
- The ability to customize messages and pinpoint targets.
 - Advertise in one location or several.
 - Target men or women exclusively.
 - We'll even custom design your ad or ad campaign.
- Agility and flexibility – Change your advertising message on a monthly or quarterly basis.

BEST USE

- Direct response driving product sales
- Building product/brand awareness and preference promotional offers
- Support for broader marketing efforts

GLACMedia Television Network

WHAT IS IT? GLACMEDIA Television is high-quality broadcast advertising at a sensational value. We advertise your company or products within a mix of today's hottest music videos while the audio plays throughout the entire facility.

STRENGTHS

- The audience is captive; there are no remote controls to turn your message off.
- Customers/clients are ready to buy because they often plan their evenings and run errands when they leave the facility where the televisions are playing.

BENEFITS

- Limited Commercial Load
 - We program only two minutes of advertising in every fifteen minutes of music videos, which means your message won't get lost in the flurry of advertising clutter.
- Cost Effectiveness
 - We provide all the sound and motion value of traditional television advertising for a fraction of the cost.
 - You'll eliminate waste by reaching a precise and targeted audience.
- Award Winning Commercial Production
 - Spend your advertising budget on media not productions.
 - We offer high-quality pre-produced ads at no charge for use on our network.
- A Captive Influential Audience
 - Your brand message is seen on multiple TV screens.

BEST USE

- Building product/brand awareness and preference
- Promotional offers
- Support for broader market efforts
- Retail messaging

GLACMedia Sampling

WHAT IS IT? We help you put free samples of your products directly into the hands of prospective buyers so they can experience your product for themselves. Discover what major brand advertisers already know; product sampling combined with other traditional advertising is an extremely powerful combination.

STRENGTHS

- Our demographics are so precise so you get powerful brand name awareness and preference.

BENEFITS

- With CMEDIA sampling you will receive:
- A Great Marketing Method for Products Large and Small
 - Showcase your newest SUV
 - Hand out trial sizes of soap
 - Distribute literature or a CD
 - We can accommodate whatever will help sell your product or service.
- Advertise Control
 - You choose the dates, locations and times of sampling events.

BEST USE

- Building product/brand awareness and preference
- Product trial/demo
- Direct, interactive sales messaging
- Driving product sales
- Promotional offers/coupons
- Literature distribution

GLACMedia Indoor 2008 Rates

FULL BOARD	3x	6x	12x
17" w x 22" h locker rooms Men's, Women's & Family	\$195	\$175	\$155
24" w x 36" h Common areas	\$220	\$200	\$170

Minimum three month contract
 Artwork may be changed every three months
 Artwork and design fees not included

* All rates are NET pricing

GLACMedia Network

	6 mo.	12mo.
Platinum Average six 30-second Broadcast daily	\$1,950	\$3,500
Gold Average six .05 second ID segments daily	\$1,700	\$2,200

GLACMedia Sampling

8 ft. table set up on location

6 hours

\$300 per day

Event Sponsorship - TBD

Tabletop Display 3 mo. 6 mo. 12 mo.

approx. 4"w x 8"h

\$55

\$50

\$45

GLACMedia

Specifications and Requirements Indoor materials submission requirements

Accepted file types – Mac or PC

- Quark Express: collect for output, including fonts and any support files
- Adobe Illustrator: eps or AI file types – convert the fonts to outlines or send all fonts from embedded images.
- Adobe Photoshop: psd (include fonts), tiff, jpeg, or eps file types – set resolutions to 150 ppi at final size
- ALL FILES SHOULD BE CMYK PDF FONT

Note: PDF files for the above software are acceptable, however colors cannot be edited or modified very effectively. There is a reformatting fee if materials are received in a format other than the above mentioned.

GLACMedia

Proofs (required)

If submitting materials on a disc please include a color hardcopy as a proof.
Please include a PDF proof.

Indoor board size

Please review carefully when formatting materials.

Live Area: 17" x 22" & 24" x 36"

Resolution: 150 ppi - No Bleed - CMYK

GLACMedia

Submitting Materials

Electronically: Submit materials directly to GLACMEDIA at clogli@greatlakesathleticclub.com by sending the “send a file” button. Mac users should use Stuffit to archive all files into one document, while PC users should use PKZIP. In the “additional details” box please write “GLACMEDIA Indoor” followed by your business name.

By Mail: Send files on a Disc or CD with a color proof to GLACMEDIA, Attention: Ads, 3800 Baldwin Rd.Orion Michigan 48359

Note It is the responsibility of the advertiser to submit ad materials. The advertiser shall be held responsible for any and all courier and or shipping charges incurred by GLACMEDIA. For questions regarding deadlines and submitting materials please contact your GLACMEDIA account manager.

GLACMedia

Deadlines and Extensions

All materials must be received by the due date noted on the CMEDIA Indoor Production Calendar. Extensions will be granted on a case by case basis and must be requested through your GLACMEDIA account manager. Requests for changes to existing ads must be submitted to your GLACMEDIA account manager by the space reservation deadline noted on calendar.

Cancellations

Cancellations must be submitted in writing 60 days prior to the start of the advertising schedule. Cancellations received after the deadline will not be accepted and the advertiser will be responsible for the space charge that month. Contracts signed less than 60 days prior to the start of the advertising schedule are not able to be cancelled.

Failure to adhere to these requirements can jeopardize the timelines and / or the cost of your GLACMEDIA contract.

GLACMedia Indoor Deadlines

2008

<i>Installation Date</i>	<i>Space Reservation</i>	<i>Materials 1</i>	<i>Materials 2</i>
Jan	Dec 1	Dec 1	Dec 10
Feb	Jan 1	Jan 1	Jan 10
Mar	Feb 1	Feb 1	Feb 10
Apr	Mar 1	Mar 1	Mar 10
May	Apr 1	Apr 1	Apr 10
Jun	May 1	May 1	May 10
Jul	Jun 1	Jun 1	Jun 10
Aug	Jul 1	Jul 1	Jul 10
Sep	Aug 1	Aug 1	Aug 10
Oct	Sep 1	Sep 1	Sep 10
Nov	Oct 1	Oct 1	Oct 10
Dec	Nov 1	Nov 1	Nov 10

Ads are installed between the first and third day of each month
Materials Deadline 1 is for GLACMEDIA created ads
Materials Deadline 2 is for completed ads

GLACMedia Television

MATERIALS REQUIREMENTS COMMERCIAL SEGMENT

SPONSOR SUPPLIED COMMERCIAL

Please provide 2 videos

- 1) Copy in Beta / SP, DVC pro or Mini DV format for production on CMEDIA Television
- 2) Copy in VHS for screen prior to production

PRE – PRODUCED COMMERCIAL

Please provide the following information:

Logo (see specs)

Necessary business contact information as it should appear on screen

Include name, phone number, address, web site or other 8 –10 word tag line

Pronunciation of name, if questionable; how you would like to be referred to on audio voiceover

Logos and photos

For best quality, your logo / photo should be sent in digital format

Preferred formats include: jpg, tiff, giff, Photoshop file / layers or Photoshop PICT file

GLACMedia Television Deadlines

Materials Deadline

Broadcast Date

Jan	Dec 5	Jan 12
Feb	Jan 9	Feb 9
Mar	Feb 6	Mar 8
Apr	Mar 8	Apr 5
May	Apr 2	May 3
Jun	May 7	Jun 7
Jul	Jun 4	Jul 5
Aug	Jul 9	Aug 9
Sep	Aug 6	Sep 6
Oct	Sep 3	Oct 4
Nov	Oct 8	Nov 8
Dec	Nov 12	Dec 13

GREAT LAKES ATHLETIC CLUB

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GLACMEDIA

