

DIGITAL ADVERTISING OPPORTUNITIES

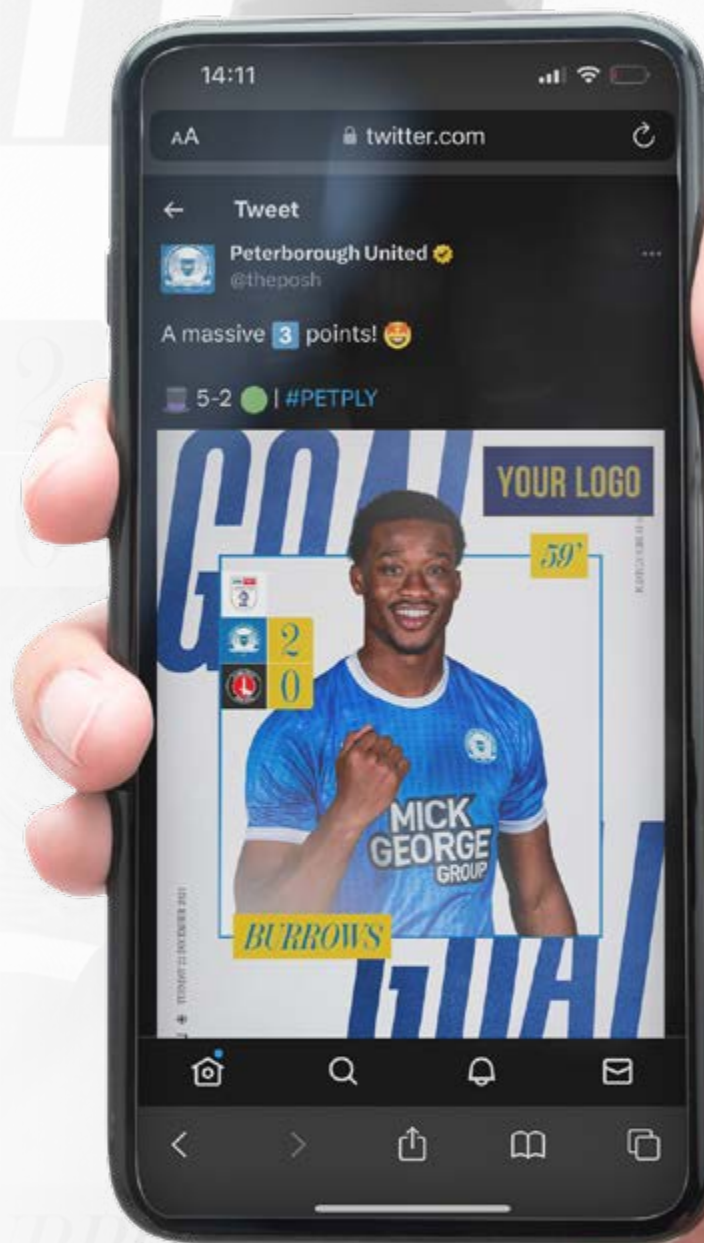
With the Posh active across all major social media channels and offering a popular website, app and video on demand service, there has never been a better time to get involved with one of our digital advertising opportunities.

Your brand will appear across our social media platforms and our website, streaming service and app dependant on the package chosen.

Our bespoke packages have been designed with our partners in mind with options to suit all needs and budgets and fulfil your objectives.

All packages include four tickets to a Peterborough United match in the 2023/24 season.

INVENTORY	COST
In Match Goal Sponsor	£2,500.00
Team Line Up Sponsor	£2,500.00
Full Time Score Sponsor	£2,500.00
Pre-Match Interview Sponsor	£2,000.00
Post-Match Interview Sponsor	£2,000.00
Highlights Sponsor	£3,000.00
Match-Day Gallery Sponsor	£2,500.00
Player of the Match Poll Sponsor	£2,000.00



Example average reach:



60K
per goal



80K
per match



90K
per match



217,000

Approximate population of Peterborough



350,000

Visitors throughout the 2022/23 season



37,000

Supporters opted in to receive club marketing



8,000

Active App Users

sky sports

5,300,000

Viewers tuned in to watch our FA Cup 5th Round home tie against Manchester City



100,000+

Unique monthly Website Visitors



70,000

Children reached each year through our growing schools initiative



Winners

Awarded League One Family Club of the Year for the 2020/21 season

SOCIAL MEDIA AUDIENCE



58,000



102,000



59,000



71,000



14,000

80+ Million

Cross channel impressions per year