





ADVERTISING 2016

Frederick Community College Athletics

 **ADVERTISING POLICY:** Frederick Community College permits advertising by external parties to enhance revenue in support of the mission of the College. The College ascribes to a standard for advertising that upholds the integrity of a public higher education institution. The College shall approve and control all advertising by external parties. Advertising is allowed only in designated areas in the Athletics Center, on the athletic field fences and scoreboards, on the Athletics Department website, in approved publications, and for approved events. Advertising is not allowed on any other College premises. The College campus property and facilities are intended solely for use consistent with the advancement and orderly administration of its educational mission for the benefit of its students, staff, and affiliated entities. Visit frederick.edu for the full policy.

 **MISSION:** The FCC Athletic Department promotes the academic and athletic growth of students by offering opportunities to participate at a competitive level as a part of a balanced intercollegiate program. We serve the community by offering camps, clinics, and partnerships with outside groups. The department operates under the highest standard of integrity, equality, and sportsmanship.

 **VISION:** Frederick Community College aspires to be the premier institution in the Maryland Junior College Athletic Conference (MD JUCO) and National Junior College Athletic Association (NJCAA), with a reputation for academic and athletic excellence.

To ACCOMPLISH THIS, THE COUGAR ATHLETICS DEPARTMENT WILL COMMIT TO ...

Promoting student-athlete welfare, ethical conduct, equal opportunity, and fiscal and social responsibility among all student-athletes, coaching staffs, and administrators.

Actively developing student-athlete life skills for success in the classroom, on campus, and in the Frederick County community.

Encouraging athletic excellence characterized by discipline, sportsmanship, and continuous personal growth.

CORE VALUES:

Integrity- Act with integrity and personal accountability.

Education- Educate each student-athlete with quality academic, competitive, leadership, and social experiences to build a sense of responsibility and foster an appreciation for lifelong learning.

People- Keep the well-being of our student-athletes, coaches, and staff at the core of every decision.

Excellence- Excel in performance, achievement, and servant leadership.

Respect- Celebrate a climate of mutual respect and diversity by recognizing each individual's contribution to the team.

Community- Enhance the lives of those in our college, city, and state communities by helping and paying forward to others.

Tradition- Build upon our traditions which have been developed throughout proud Cougar history.

Frederick Community College is a member of the Maryland Junior College Athletic Conference (MD JUCO) and the National Junior College Athletic Association (NJCAA).

FREDERICK COMMUNITY COLLEGE ATHLETICS

7932 Opossumtown Pike

Frederick, MD 21702

Main Phone: 301.846.2400

Athletics Phone: 301-846-2500

Athletic Director: [Rodney Bennett](#)

[To request more information, click here.](#)

Frederick Community College prohibits discrimination against any person on the basis of age, ancestry, citizenship status, color, creed, ethnicity, gender identity and expression, genetic information, marital status, mental or physical disability, national origin, race, religious affiliation, sex, sexual orientation, or veteran status in its activities, admissions, educational programs, and employment.

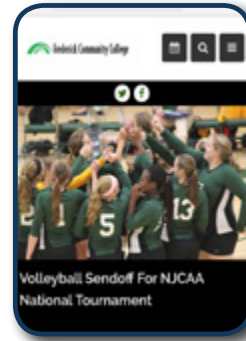
Baseball • Softball • Men's Basketball • Women's Basketball • Volleyball • Men's Soccer • Women's Soccer • Men's Lacrosse • Women's Lacrosse



Desktop & Tablet Site



Mobile Site



THE FCC ATHLETICS WEBSITE REGISTERS MORE THAN **1.6 million** PAGE VIEWS PER YEAR

MORE THAN **260,000** VISITS PER YEAR

MORE THAN **20,000** VISITS PER MONTH

MORE THAN **750** VISITS PER DAY



Average page views per visit



Direct traffic



Average number of times a visitor returns per month

Website Advertisement Specifications

257 x 196 pixels

Actual size for all desktop, tablet, and mobile advertisements.

Website Advertisement Pricing and Terms



\$500/CALENDAR MONTH

6-MONTH TERM
\$3,000

12-MONTH TERM
\$6,000

24-MONTH TERM
\$10,800*

**includes 10% discount*

In addition to term and package discounts, a 15% discount is available for non-profit organizations.

Billboard Display Advertisement Specifications, Pricing, and Terms

Available for the gymnasium, softball field, soccer/lacrosse field, baseball field, and other athletic fields or areas.
 Display advertising is available as an 8 foot x 4 foot billboard, with either standard or scoreboard placement.
 FCC athletic events draw thousands of local fans each year.

STANDARD DISPLAY

12-MONTH TERM
 \$2,000

24-MONTH TERM
 \$3,600*
 *includes 10% discount

+ \$300 production fee for all billboards



SCOREBOARD DISPLAY

12-MONTH TERM
 \$5,000

24-MONTH TERM
 \$9,000*
 *includes 10% discount

+ \$300 production fee for all billboards

In addition to term and package discounts, a 15% discount is available for non-profit organizations.
 This blue framed box is a 1/12 scale representation of advertisement layout and size.



Advertising Packages

COUGAR PACKAGE

12-MONTH STANDARD DISPLAY
 12-MONTH WEBSITE ADVERTISEMENT
 \$7,200

ALL-AMERICAN PACKAGE

24-MONTH SCOREBOARD DISPLAY
 24-MONTH WEBSITE ADVERTISEMENT
 \$19,800

PRINT ADVERTISING

FCC also offers print advertising in approved College publications, including those for events and teams. Specifications, pricing, and details vary by opportunity. For more details, [contact us](#).