



ASHEVILLE

March 8-11, 2013

The Southern Conference, which began its 92nd season of intercollegiate competition in 2012, is a national leader in emphasizing the development of the student-athlete and in helping to build lifelong leaders and role models.

SoCon has been on the forefront of innovation and originality in developing creative solutions to address issues facing intercollegiate athletics. From establishing the first conference basketball tournament (1921), tackling the issue of freshmen eligibility (1922), developing women's championships (1984), to becoming the first conference to install the three-point goal in basketball (1980), the Southern Conference has been a pioneer.

In 2012, the Southern Conference boasted the highest attendance in SoCon history. With 41,120 in attendance and nearly 4,500 hotel rooms filled, the economic impact for the City of Asheville reached \$3.4 million.

Participating Schools

Appalachian State University	Georgia Southern University
College of Charleston	University of North Carolina at Greensboro
The Citadel	Samford University
Davidson College	University of Tennessee at Chattanooga
Elon University	Western Carolina University
Furman University	Wofford College

Ideal Facilities

Kimmel Arena

Kimmel Arena is UNC-Asheville's arena that will host the first two rounds of the women's tournament. The arena is a 3,200 seat venue on the campus of UNC-Asheville is the located just 2.4 miles from downtown.

U.S. Cellular Center

The men's games will be played at the US Cellular Center. In addition to the men's championships, the women's semifinals and finals will also be held at the newly renovated facility.

Tournament Promotion

- During the Championships the 12 member institution fans, alumni, and students will be focused on Asheville and our local businesses.
- This tournament will be promoted regionally through:
 - Television and radio
 - SoConSports.com/SoConTravel.com
 - Comprehensive social media campaign distributed through each school
 - Information kiosks at the conference schools

Ad Size	Dimensions	Price
1/8 Restaurant	3.66 x 2.25	\$350
1/4 Page	3.66 W x 4.6 H	\$675
1/2 Page	7.5 W x 4.6 H	\$1,200
Full Page, <i>no bleed</i>	7.5 W x 10 H	\$2,200
Full Page, <i>with bleed</i>	8.625 W x 11.125 H <i>All copy must be at least 1/2 inch from edges</i>	\$2,200

Collegiate App: Featured	Collegiate App: Premium
\$50/75 per month, 2-month commitment	\$90/120 per month, 2-month commitment

Featured Listing ~ Top placement listing with thumbnail image and highlighted deal

Premium Listing ~ Top placement listing with photo image, double exposure coupon and scannable bar code

Map Highlight ~ Logo image and live link to website



LISTINGS & PROFILES



MAP HIGHLIGHT



COUPONS & DISCOUNTS

- Digital files prepared as CMYK; artwork & photos must be at least 300dpi at 100% desired size
- Supported formats: PDF, EPS, TIF, PSD, or CD/DVD
- Supported applications: Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign® ~ *Please include all font files*
- *All invoices need to be paid in full by February 28, 2013.*

 *The publication is printed on recycled paper using agricultural-based inks made from soybeans & canola.*

THE LAUREL OF
ASHEVILLE
THE ARTS AND CULTURE OF COMMUNITIES ACROSS THE MOUNTAINS



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