2026-27 AHAI
ADVERTISING PROGRAM

The Amateur Hockey Association Illinois, Inc. offers direct email marketing, social media advertising and print advertising opportunities. For more information on the advertising packages below, please contact communications@ahai.org.

DIRECT MARKETING PACKAGE ~ COST: $1200

You will receive 1 custom direct marketing email blast that reaches over 30,000 unique email addresses. Your direct marketing email will be shared on AHAI's Facebook and Instagram pages the day your ad is distributed. You will also receive an additional social media post one week after the date of your initial direct marketing ad.

SOCIAL MEDIA ONLY PACKAGE

Your social media message will be shared on AHAI's Facebook and Instagram pages. Advertisers will be responsible for creating and providing both copy and graphics.

- **1 month (2 posts) - $250**
- **3 months (6 posts) - $400**
- **6 months (12 posts) - $675**
- **12 months (24 posts) - $1300**

NEWSLETTER AD MESSAGE: $250

Your messaging will be included in the monthly AHAI newsletter. The message can be up to two small paragraphs and include one image. This is ideal for hockey partners sharing sponsorship information with the hockey community.

YOUR BUSINESS LOGO ON AHAI WEBSITE: $1000

Your business' logo, linked to your website, will be placed at the bottom of the AHAI website in the "Our Hockey Partners" section for a period of 12 months.

AHAI ANNUAL GUIDE BOOK & STATE TOURNAMENT PROGRAMS

Print advertising is available in the AHAI Annual Guide and State Tournament Programs (Tier I, Tier II, Girls, High School, Weekend of Champions, and High School State Championship at the United Center). All ads should be submitted in a .pdf, .jpg or .gif format at a resolution of 72dpi. See table below for print advertising pricing guide.

Options	Full Page	Half Page
AHAI Annual Guide Book	**$600**	**$400**
State Tournament Programs	**$600**	**$400**
Both Guide Book & State Program	**$1100**	**$700**

PRINT PRODUCTION SCHEDULE

State Tournament Program ads are due by January 31, 2026. AHAI Annual Guidebook ads are due by August 1, 2026.

MULTI-AD DISCOUNT

If you purchase three (3) Direct Marketing ads at one time you will receive a 10% discount on the costs of the ads. All the ads will be billed together, when the first one is published.

ADVERTISING POLICIES

All ads must receive approval by the AHAI Board of Directors. AHAI reserves the right to refuse material it deems inappropriate and/or not within the guidelines of USA Hockey and AHAI's policies. AHAI also reserves the right to limit the number of advertisements and/or sponsorships accepted. Payment for all advertising packages is due upon receipt of invoice.

MANDATORY DISCLAIMER

Every direct marketing email blast will contain the following disclaimer: "You received this paid advertisement because you have registered with USA Hockey and AHAI. Your email address has not been sold. This program is not endorsed or sanctioned by AHAI or USA Hockey. We value your membership and want you to control what messages you receive. You may unsubscribe below if you no longer wish to receive our emails. All proceeds from AHAI's Advertising Program support AHAI Hockey Programs in Illinois."