



Advertising costs

The pitches in football grounds all have advertising hoardings, or boards, around them. In the Premier League, the larger, rotating boards can cost £40,000 per season to use while the medium sized boards often cost £28,000 per season and the small ones about £20,000 per season.

Many Premier League grounds have 4 large boards, 6 medium sized boards and 8 small boards. From the information above, can you work out the money that the club would receive if the following arrangements were made.

- 1 One company bought all the small boards and 2 medium sized boards for the whole season. _____
- 2 One company bought 1 large board, 3 medium boards and 2 small boards for the season. _____
- 3 All the medium and small boards were sold for the season. _____
- 4 3 large boards, 3 medium sized boards and 3 small boards were sold for the season. _____
- 5 6 medium and 4 small boards were sold for the season. _____
- 6 Work out the number, type and possible combination of boards that might have been sold if the football club had received exactly £176,000 for the season. _____
- 7 Do the same calculations if they had received £288,000 from advertising boards in one season. _____
- 8 If the club managed to sell all its boards for the whole season, how much revenue would it receive? _____



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FOOTBALL AS A BUSINESS