

## **Ads making their way to snack trays at games**

By David Wethe

Star-Telegram Staff Writer

Just when you thought advertisers had no place left to turn in the crowded sports marketplace, look no further than your lap.

American Airlines Center and The Ballpark in Arlington will put advertising on the disposable trays that fans use to lug hot dogs, nachos and beer to their seats.

The two local sports facilities are just the latest to sign agreements with a Georgia-based company that often provides the trays free in return for a cut of the advertising revenue.

"This is truly one of the last bastions in any major venue where there wasn't advertising," said George Poston, founder, CEO and largest shareholder in Kennesaw, Ga.-based Spectator Advertising Solutions. "It's becoming just like NASCAR, where every square inch of the car is taken up by advertising."

Spectator Advertising said it also has signed deals for the StadiumTray with the Wachovia Center, home of the Philadelphia Flyers and Sixers; the Pepsi Center, home of the Denver Nuggets and Colorado Avalanche; and Fenway Park, home of the Boston Red Sox.

Locally, Texas Christian University and Southern Methodist University began using the trays for their football and basketball games in 2003, Poston said.

Depending on how many ads it can sell, American Airlines Center is shooting to make five to six figures annually, said Brad Mayne, president and CEO of Center Operating Co., which runs the arena.