



# SPORTS SPECTRUM

where sports and faith collide

## MEDIA KIT PRINT EDITION

## MEDIA KIT DIGITAL EDITION

In the past few years marketing trends have changed; companies have been looking for more effective and efficient methods of spending their advertising dollars. Advertising has expanded from just print ads. As technology has changed, new outlets for advertising have emerged through the world wide web and social media platforms.

At *Sports Spectrum*, we desire to give you the best opportunities to build your brand. We have several excellent options to meet your advertising needs, including print ads in *Sports Spectrum* magazine, digital ads on our website, and YouTube video clips. Through our diverse platform, *Sports Spectrum* provides a variety of effective options for anyone looking to make a strong marketing presence. Let *Sports Spectrum* help you build your brand!



# SOCIAL MEDIA



We have large followings on both Facebook and Twitter. We have also recently started a YouTube channel that has created more opportunities to share our material with our target audience. These outlets are an excellent way for you to reach your target market and build your brand.

- You Tube Commercials
- Twitter or FB status promotion: (minimum 6)
- E-mail Blasts

# NUMBERS

**Site Visits:** The site has 70,000 visits per year.

**Page Views:** There are over 218,000 page views per year.

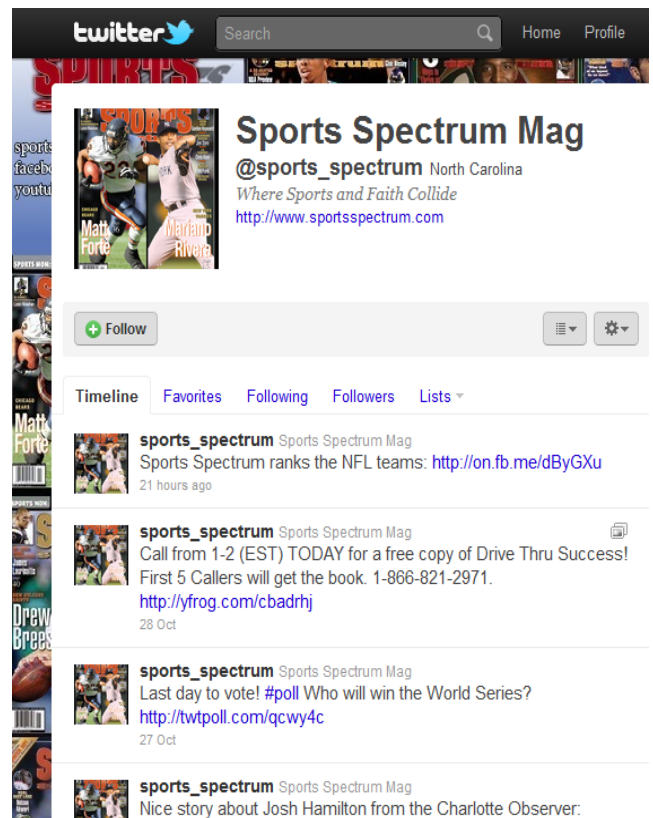
**Age Breakdown:**

|       |     |
|-------|-----|
| 12-18 | 14% |
| 19-35 | 11% |
| 36-50 | 34% |

**Gender Breakdown:** 83% of the Sports Spectrum Subscribers are male.

**Education Level:** More than 38% of our readers have earned a college degree, and 31% have obtained some post-graduate education.

**Sports Involvement:** Of our subscribers, 31% consider themselves spectators, 16% are involved in sports as a coach, and 53% consider themselves to be very active as an athlete.





# WEBSITE ADS

Drop Down Ad-

SLIDER AD-  
DIMENSIONS: 540x270

LARGE SIDE AD-  
DIMENSIONS: 266x110

MEDIUM SIDE AD-  
DIMENSIONS: 125x110

SMALL SIDE AD-  
DIMENSIONS: 125x125

BOTTOM BANNER AD-  
DIMENSIONS: 593x104

The screenshot shows the Sports Spectrum website layout with several ad placements:

- Slider Ad:** A large banner at the top center featuring a football player with the text "GET PUMPER! THE 2010 SEASON IS HERE!".
- Large Side Ad:** A vertical ad on the right side of the page, partially overlapping the slider ad, with a "SUBSCRIBE NOW" button.
- Header of Recent Sports Spectrum Article:** A section below the slider ad containing a small image of a football game and a "Read More" button.
- 2010 Pro Guide Sold - Out!:** A section below the article header with a small image of a football player and a "View Online" button.
- Another Article Title:** A section below the "2010 Pro Guide" with a small image of a woman's face.
- Bottom Banner Ad:** A red banner at the bottom of the page with the text "Drive Thru Success NOW AVAILABLE! Sample the book now!".
- Right Sidebar:** Contains several smaller ads, including "ally The Ally Online Savings Account" with a 1.25% interest rate, "Learn about GOD'S GAMEPLAN for your life", and a "View Online RSS Subscribe" button.
- Footer:** Contains navigation links for "Quicklinks", "Archives", "Social Media", and "About".