

AMATEUR SPORTS MAGAZINE

MEDIA KIT

ABOUT AMATEUR SPORTS NEWS NETWORK

Amateur Sports News Network (ASNN) reaches the valuable and elusive teen demographic as we provide coverage of amateur sports in the Chicagoland area. We also feature a collection of images which yields our slogan of *“capturing the art of sport in motion.”*

ASNN audience is rapidly growing. Via our site, we expect over a quarter of a million visit within our targeted demographic while providing over 100 pages of news and information, including but not limited to sports, business, athletes & students, new trends, financial & legal news, etc...

With thousands of active athletes, sports are a large participant-driven market opportunity. Local communities truly get behind their teams and hometown athletes. ASNN taps into the passion with a professionally designed web experience for both fans and our advertisers.

ON THE WEB

- Upwards of **over 300,000** unique quarterly hits
- Over 140,000 monthly page views
- 70% 14-18 years old
- 78% 14-21 years old
- 78% male / 22% female
- Over 80% actively involved in high school sports

HIGHLIGHT OF SITE

- Easy to use web design
- Youth focus
- Deep content of real-time news
- Local team rankings
- Rich, top-quality photography
- Deep user-generated content

Topics Covered Every Quarter in Print

- Pre-Game (Editor's Choice)
- Game Plan (spot team / organization(s))
- Feature story via Cover
- Health 'n Fitness (articles, tips, sports medicine, training)
- Locker Room (news about athletes – Q&A)
- Rants 'n Raves section (Fans comments)
- Road Trip (high school and/or college spotlight 1-2 H.S. stories)
- Where are they now? (past players or coaches may not be pro)
- The Pro Connection – words from the Pros
- Sunday Dinner (Parent's corner – where general discussions used to occur in families)
- Academic Corner
- Financial Talk by Genya Harley
- Coach's Corner by Da-Nay Macklin
- Girl Talk (female sports)
- Other Sports News (Wrestling, Karate, Bowling, etc...)
- Picture This (Best photo section) include fan photos
- Where to find us (Calendar of events / Where to find a magazine)
- Post-Game (next month's edition)

PRINT ON DEMAND (monthly)

Aug: high school and youth football preview / kickoff, soccer final recap / results

high school golf (preview)

Sept: backyard brawls, a look at high school bands, Golf (preview)

Oct: rivalries, homecoming, youth football playoffs/championships

Nov: football playoffs/championship, Competitive Cheerleaders (previews / profiles), Basketball & Wrestling (previews / profiles)

Dec: basketball holiday tournaments

Jan: basketball, youth park district basketball

Feb: cheer follow up, supporters (fundraisers)

Mar: college recruiting update, basketball madness playoffs / championship, Baseball (previews / profiles), Softball (previews / profiles)

Apr: youth baseball / softball preview, Tennis previews, Chicago Golf courses, track previews

May: yearbook review with visual highlights from photo gallery, award polls, etc...

WEEKLY e-NEWSLETTER

Our weekly edition is where we provide the Chicagoland area with an ultimate sporting experience including highlighting local athletes, organizations, fans, parents, businesses, etc via streaming video and audio, articles, and blogs leveraged by today's technology.

PODCAST / TV SCHEDULE (*tentative*)

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--|---|---|---|----------------------|---|
| GAME DAY LIVE + PRESS PASS (interviews w/coaches & players) – COMING THIS FALL! | ASNN Weekend in Review (TV) interviews w/coaches & players) – 630pm CST | From the Block: Real Estate Minute (tip) COMING SOON! | | | GAME DAY LIVE | In Da Kennel (sports discussion show plus call in) 8a CST |
| DAWG POUND (TV) round table discussion) COMING THIS FALL! | | CHAMPIONS' CORNER (interview / highlight businesses of the week) COMING SOON! | FINANCIAL MINUTE (tip) COMING SOON! | Self-Help (motivational) COMING SOON! | | GAME DAY LIVE (TV) |

RATE CARD (*print on demand and digital*)

NOTE 1: Ads run for *three* months.

NOTE 2: Acceptable formats for digital ads are .bmp, .gif, .jpg and/or .pdf. We are available to assist you with the development and design of your banner(s).

NOTE 3: TV shows can be viewed from our site at AmateurSports365.TV

“Do it now. Do it today while the low rate is offered! Don’t wait! It is easy, affordable and convenient.”

| <u>ISSUE DATE</u> | <u>MATERIAL CLOSE</u> | <u>AVAILABLE</u> | <u>AVAILABLE UNTIL</u> |
|-------------------|-----------------------|------------------|------------------------|
| FALL | 8/20/11 | 9/1/11 | 10/31/11 |
| WINTER | 11/1/11 | 11/15/11 | 3/30/12 |
| SPRING | 3/1/12 | 3/16/12 | 6/15/12 |
| SUMMER | 5/15/12 | 5/30/12 | 8/30/12 |

| <u>AD SIZE</u> | <u>WIDTH</u> | <u>HEIGHT</u> | <u>COST</u> | <u>ANNUAL CONTRACT</u> |
|------------------------------------|---------------------|---------------|--------------------|-------------------------|
| | | T | <i>(per month)</i> | <i>(best value)</i> |
| Full Page* | 8 1/2" | 11" | \$140 | \$1500 (or \$125 month) |
| Half Page* | 4 1/4" | 5 1/2" | \$80 | \$840 (or \$70 month) |
| Quarter* Page | 4" | 4" | \$45 | \$420 (or \$35 month) |
| Business Cards | | | \$25 | \$180 (or \$15 month) |
| Internet Banner (pixels) | 468 | 60 | \$40 | |
| Internet AD Tile 1 (pixels) | 250 | 250 | \$25 | |
| Internet AD Tile 2 (pixels) | 100 | 70 | \$20 | |
| Podcast commercial 1 | 30 secs spot | | \$21 | |
| Podcast commercial 2 | Segment sponsorship | | \$49 | |

NOTE Our Ads are seen by over 300,000 unique quarterly hits.

* Priority Placement (pages 3-8) add \$30 per issue, for Premium Placement (inside covers and after editor’s page) add \$50 per issue.

The unpredictable nature of sports ignites passion and competitiveness, joy, and of course, heartbreak. Thus, we are striving to become the answer to Gen Xers and Ys recent quest for an emotional *re-connect*. We are proud to provide a venue for this generation and truly believe our magazine and network of products and services will quench their thirst. Join with us, and you too can share in this opportunity to receive the same benefits.

SALES CONTACT INFO

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