

# Media Kit



# “Our activities website is a key tool that allows us to communicate with parents, students, and the media...”

– *Jerry Carter*, , Past President of the Virginia Interscholastic Athletic Administrators Association, and Briar Woods High Athletic Director

**Our Website** is the best medium to reach active high school parents, their children, relatives and friends—during the work day, weekend, evening and especially during the school day.

Coaches, teachers, athletic directors, activity directors, and booster club members are using a powerful web application to maintain a professional-looking website. We impart critical information as well as fun, deep content in a timely fashion. This includes a live calendar and webpage for every athletic team, as well as many other extra-curricular groups.

**We are official.** These websites are being controlled and promoted within the walls of the school. Students and parents know to look here first for the most up-to-date information available.

**Support Athletics.** Your money will directly support the athletic program.





# Site Highlights:

- Rosters, schedules, game articles, calendars, on-line stores, photos, statistics, important events, announcements from the coach, and more!
- Our layout is tastefully done and not overcrowded with ads. Every impression will count!
- Your support for the school will be clear to the thousands of visitors who come to the website



## Traffic Data

(See Google Analytics Report\*)

- monthly visitors\*
- monthly impressions\*

*\*These are estimates due to constant traffic fluctuations. See Google Traffic Reports for actual past data. A small percentage of traffic is from administrators who update the website within the admin area where no ads will be seen.*



# Target Audience

## High School Students

While our website reaches every athlete in school looking for essential information (game times, physical forms, scores, etc), they also appeal to students who enjoy watching the games live – friends, peers and siblings of the athletes. They visit the sites for game times, photos, and articles written by and about their friends and coaches. Many of these sites also provide this same information and function as a resource for non-athletes checking dates for other extra-curricular activities such as debate team events, play rehearsals, band competitions, etc.

## Parents

This is where Mom and Dad find out when little Johnny has his next big game. Parents come here to check game cancellations, early dismissal times, and field directions. They also visit the site to access contact information for the coach, and to see pictures and stories that are related to their student athlete.

## Community Supporters

For people who support the school—alumni, grandparents, uncles, aunts and neighbors—this is the face of the athletic program! The media also benefits by having one online source that they can depend on and use without needing to call coaches and athletic directors.



# Advertising - What You Get

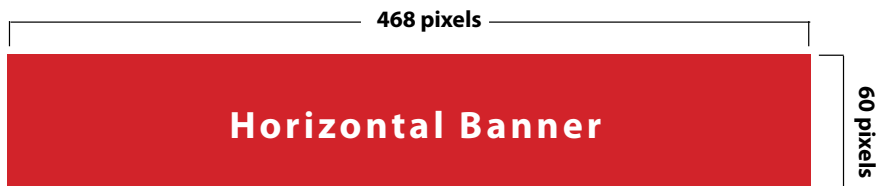
## Advertisement Spot - **Horizontal Banner** - 468 x 60

The ad appears on all pages within the website. Your advertisement will rotate among other advertisements each time a website visitor clicks a new link within the website.

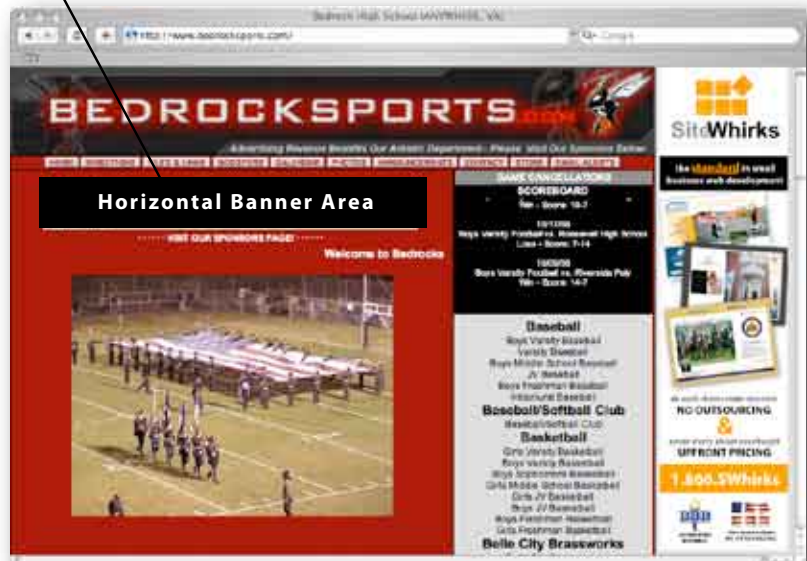
*advertisements or fewer will be sold in this space, which guarantees you a high level of exposure.*

## Sponsorship Price Per Year:

Your advertisement will be created for free by our technology partner, BigTeams, based on your guidelines. They will contact you once you place your ad. Please include contact information for the person who will communicate with BigTeams regarding advertisement creation needs.



*This offer applies only to the advertisement area seen above. The advertisement area to the right of the website is usually sold on a national level and do not apply to this contract.*





# Sponsorship Examples



**FIRST HORIZON**  
HOME LOANS

**Fairfax Branch**

703-631-0098 ~ 800-818-2866

[www.firsthorizonusa.com/fairfax](http://www.firsthorizonusa.com/fairfax)



**Southeastern Sports Medicine**

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[www.sesportsmed.com](http://www.sesportsmed.com)

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With your help, we could win a

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*"TLC works for me!"*

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[www.tlcworksforme.com](http://www.tlcworksforme.com)



# Next Step

## I am in! What's next?

### **For Additional Information Please Contact:**

We will send you our advertising service agreement.

Please include contact information for the person who will communicate with BigTeams regarding advertisement creation needs. BigTeams will then get in touch with you in order to obtain a logo, company phone number, tag line, company website address (if applicable), business address, etc to be included on the advertisement. You may choose to either leave all of the advertisement creation at their discretion, or create your own ad internally.