

AMATEUR SPORTS MAGAZINE

ABOUT AMATEUR SPORTS NEWS NETWORK

Reach 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 “capturing the art of sport in motion.”

Amateur Sports News Network (ASNN) audience is rapidly growing. This fall season, we expect to come in contact with over a quarter of a million sports fans in our targeted demographic while providing over 100 pages of sports coverage.

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 10,000 unique monthly
- Potentially 25,000 monthly page views
- 60% 14-18 years old
- 68% 14-21 years old
- 80% male
- 85% 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

Where are they now?

Sunday Dinner (Parent's corner – where general discussions used to occur in families)

Academic Corner

Coach's Corner (spotlight a coach or AD)

Girl Talk (female sports)

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

1. **Fall (Aug):** Football (previews/ profiles), Swim, bands, cheer (previews / profiles)

2. **Winter (Nov):** Basketball (previews/ profiles), wrestling, cheer (previews/ profiles)

3. **Spring (Feb):** Baseball, Softball, Tennis, Golf, track,

4. **Yr In Review (May):** wrap up, awards, yearbook pictorial, highlights

WEB (same as above plus below)

Sept: backyard brawls, youth park district football

Oct: rivalries, homecoming

Nov: football playoffs/championship, basketball preview

Dec: basketball holiday tournaments

Jan: basketball, youth park district basketball

Feb: band, cheer, supporters (fundraisers)

Mar: college recruiting, basketball madness playoffs/championship

Apr: baseball, softball, Tennis, golf, track previews

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

June: Year end wrap-up, awards / scholarship

PODCAST SCHEDULE

<u>SUNDAY</u>	<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>
Self-Help (motivational)	POST GAME (interviews w/coaches & players)		Steve's 2-way (chattin')	PRE-GAME	GAME DAY LIVE	GAME DAY LIVE
DAWG POUND (round table discussion)	Seth (exclusive show)	CHAMPIONS' CORNER (interview / highlight businesses of the week)	FINANCIAL MINUTE (tip)	LYRICS (who has the best song based on a variety of genre's, groups, decade, etc)		
GAME DAY LIVE + PRESS PASS	From the Block: Real Estate Minute (tip)		Say What? (politics/social issues)		PRESS PASS (interviews w/coaches & players)	PRESS PASS (interviews w/coaches & players)

RATE CARD (*print*)

NOTE: Ads run for *three* months.

“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>
AUGUST	7/31/08	8/15/08	11/14/08
NOVEMBER	10/31/08	11/15/08	2/15/09
FEBRUARY	1/31/09	2/15/09	5/14/09
MAY	4/30/09	5/15/09	7/15/09

<u>AD SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>	<u>COST</u>
<i>Full Page</i>	8 ½	10 ½	\$600
<i>Half Page</i>	8 ½	5 ½	\$375
<i>Quarter Page</i>	4 ½	5 ¼	\$200
<i>Business Cards</i>			\$95
	8 ½	10 ½	\$825

RATE CARD (*digital web*)

NOTE: Ads run for *three* months. 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).

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<u>AD SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>	<u>COST</u>
<i>468x60</i>	8 ½	10 ½	\$200
<i>250x250</i>	8 ½	5 ½	\$125
<i>120x40</i>	4 ½	5 ¼	\$90
<i>Business Cards</i>			\$65

NOTE: Other sizes are available. . . please call

The unpredictable nature of sports ignites passion and competitiveness, joy, and heartbreak , thus, becoming the answer to Gen Xers and Ys recent quest for emotional re-connect. We are proud to provide a venue for this generation. 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.

SALES CONTACT INFO

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