

# AMATEUR SPORTS MAGAZINE

## MEDIA KIT

### ABOUT AMATEUR SPORTS NEWS NETWORK

Our 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 “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 450,000** unique quarterly hits
- *Over 100,000* monthly page views
- 70% 14-18 years old
- 78% 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

### PRINT

1. **Fall (Aug):** Football (previews / profiles), Golf (preview), bands, Cheerleaders (previews / profiles), youth baseball final recap (short)
2. **Winter (Dec):** Basketball (previews / profiles), wrestling, high school and youth football playoffs (recap), additional cheer (previews / profiles)
4. **Spring (Apr):** Baseball (previews / profiles), Softball (previews / profiles), Tennis, Chicago Golf courses, track,
5. **Yr In Review (June):** wrap up, awards, yearbook pictorial, highlights, youth baseball kickoff

### WEB (same as above plus below)

**Aug:** high school and youth park district football preview / kickoff, youth baseball, soccer final recap / results  
high school golf (preview)

**Sept:** backyard brawls, a look at high school bands

**Oct:** rivalries, homecoming

**Nov:** football playoffs/championship, Cheer season kickoff / preview, basketball preview

**Dec:** basketball holiday tournaments

**Jan:** basketball, youth park district basketball

**Feb:** cheer follow up, supporters (fundraisers)

**Mar:** college recruiting update, basketball madness playoffs / championship

**Apr:** baseball, softball, Tennis, Chicago Golf courses, track previews

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

**June:** Year end wrap-up, awards / scholarship, youth baseball kickoff

### 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 – strictly for Pro players that came from*
- *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)*
- *Other Sports News (Wrestling, Karate, Bowling, e tc...)*
- *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)*

## PODCAST SCHEDULE (*tentative*)

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

### RATE CARD (*print 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).

***“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	<b>7/30/10</b>	8/15/10	10/31/10
WINTER	<b>11/1/10</b>	11/15/10	3/30/11
SPRING	<b>3/1/11</b>	3/16/11	6/15/11
SUMMER	<b>5/15/11</b>	5/30/11	8/30/11

<u>AD SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>	<u>COST</u>	<u>ANNUAL CONTRACT</u> ( <i>best value</i> )
<i>Full Page*</i>	5"	8"	\$400	\$1200 (or \$300 month)
<i>Half Page*</i>	4 ¼"	5 ½"	\$225	\$700 (or \$175 month)
<i>Quarter* Page</i>	3"	3"	\$125	\$400 (or \$100 month)
<i>Business Cards</i>			\$70	\$240 (or \$60 month)
<i>Internet Banner (pixels)</i>	468	60	\$150	
<i>Internet AD Tile 1 (pixels)</i>	100	70	\$60	
<i>Internet AD Tile 2 (pixels)</i>	250	250	\$90	
<i>Podcast commercial 1</i>	30 secs spot		\$21	
<i>Podcast commercial 2</i>	Segment sponsorship		\$49	

**NOTE Our Ads are seen by over 450,000 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

4710 Lincoln Hwy, Suite 350, Matteson, IL 60443

**Phone:** 708.201.1781 • **Fax:** 708.231.8266

**Email:** [info@asnn365.com](mailto:info@asnn365.com)