

# AMATEUR SPORTS MAGAZINE

## MEDIA KIT

### ABOUT...

Amateur Sports News Network ([ASNN365](#)) 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.*”

[ASNN365](#) brand and audience is rapidly growing via our site ([amateursports365.com](#)) - we expect over a quarter of a million visit within our targeted demographic while providing current, integrated news and information, including but not limited to sports, business, athletes & students, new trends, educational, 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.

[ASNN365](#) 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 125,000 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

### GLANCE AT ARTICLES PROVIDED

**Aug:** high school and youth football preview / kickoff, NCAA football projections

**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), high school & NCAA basketball & Wrestling (previews / profiles)

**Dec:** NCAA Bowl coverage, basketball holiday tournaments

**Jan:** high school & NCAA basketball recap, youth park district basketball

**Feb:** high school basketball stretch run, NCAA conference basketball finals, cheer follow up

**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...

**June:** year-end AWARDS

### Examples of Topics Covered...

- Pre-Game (Editor's Choice)
- Game Plan (spot team / organization(s))
- Feature story...
- 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 (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)
- Education Corner
- Financial Talk by Genya Harley
- Coach's Corner by Da-Nay Macklin
- 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)

### 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*)

TV shows can be viewed from our site at [AmateurSports365.TV](http://AmateurSports365.TV)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>GAME DAY LIVE + PRESS PASS</b> (Week-in-Review: video highlights, interviews w/coaches & players) <b>COMING THIS FALL!</b>		<b>From the Block: Real Estate Minute (tip)</b> <b>COMING SOON!</b>			<b>GAME DAY LIVE</b> (interviews w/coaches & players)	<b>In Da Kennel Podcast</b> (sports discussion show plus call in) 8a CST
<b>DAWG POUND</b> (round table discussion) <b>COMING THIS FALL!</b>			<b>FINANCIAL MINUTE (tip)</b> <b>COMING SOON!</b>	<b>Self-Help (motivational)</b> <b>COMING SOON!</b>		<b>GAME DAY LIVE</b> (interviews w/coaches & players)

### RATE CARD

**NOTE 1:** Ads run for as long as you want

**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>AD SIZE</u>	<u>WIDTH</u>	<u>HEIGHT</u>	<u>COST</u> (per month)	<u>COST</u> (best value)
<b>TEXT ADS</b>				\$7 per day* \$12 per week \$42 per month
<b>Internet Banner (pixels)</b>	300	100		\$12 per day* \$18 per week \$65 per month
<b>Internet Banner (pixels)</b>	468	60		\$15 per day* \$23 per week \$85 per month
<b>Internet Banner (pixels)</b>	728	90		\$21 per day* \$28 per week \$99 per month
<b>Business Cards</b>				\$25 per day* \$75 per month
<b>Podcast commercial</b> <b>In the Kennel Podcast</b> <b><a href="http://KennelSportsTalk.com">KennelSportsTalk.com</a></b>	20 secs spot			\$12 per show
<b>GAME DAY LIVE PRESS PASS</b> <b>Coming soon</b>				
<b>DAWG POUND TV SHOW</b> <b>Coming soon</b>				

*\*see our online calendar for a list of game options*

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

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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