



WORLD WIDE WEB



VARSITY365

'09-'10

www.varsity365.com

Greater Philadelphia Area
High School Sports Coverage and
Freelance services

Play Hard. Celebrate.TM

**Advertising and Sponsorship Rates
2009-2010**

Varsity 365 Advertising Rates 2009-2010

Varsity 365 showcases high school athletics in the Greater Philadelphia Area using online technology. We provide coverage of the biggest games, and also offer freelance services for requested high school events. Our primary target audience includes 14-18 year old high school student athletes, and an 18-45 year old market that includes alumni, family members, coaches and recruiters. We are thrilled to partner with companies who are looking to reach this audience.

Advertising

Website Banner Ads (ads appear on almost every Varsity 365 web page)

Top of page: 728x60 Leader board

\$200/month (3 month minimum) or \$1700 for the school year (\$100 off)

*This is our prime advertising slot, and goes right next to our company logo

Middle Column under our Freelance Service ad: 200X120 rectangle

\$115/Month (3 month minimum) or \$950 for the school year (\$85 off)

Right Column under our showcase schedule: 240X120 Rectangle

\$130/month (3 month minimum) or \$1050 for the school year (\$120 off)

Advertising in other areas of our coverage:

Live Blog Advertising:

Text Link displayed during a single game 4 Times - \$50

Image Link displayed during a single game 4 times - \$75

We may soon offer advertising through our social media channels on Twitter, Facebook, and Youtube.

Sponsorship Packages:

Varsity 365 offers businesses the chance to associate themselves with the most frequently visited pages of our website for a monthly rate.

Sponsor a Showcase of the Week:

Link (with image) placed on all pages in regards to the coverage of a *Showcase of the Week* game. This normally includes a video page, a photo page, a recap page, and a Star of the Show page. Link remains on these pages when they are archived for the rest of the school year. If a live blog is done, a link will be displayed in the blog as well

\$40 for each element of coverage (some Showcase games have more coverage than others, so a game with everything - live blog, video highlights, photos, recap, and Star of the Show – would be \$200 to sponsor if the company wants to sponsor our entire coverage of that game)

Sponsor our content pages (link and small image):

Power 5

Company will be the official sponsor of the Power 5 rankings page, one of the most popular pages during the season.

\$50/month (3 month minimum)

Player Rankings/Impact List

Another one of our popular pages, this list is frequently updated with the best player performances in games we've covered and shows who's in the running for player awards.

\$50/month (3 month minimum)

Main Video and/or Photos Page

Company will be an official sponsor of the main video and/or main photo page

\$50/ month for one (3 month minimum)

Package Deal:

Sponsor all main content pages (all of the pages listed above):

\$150/ month – no minimum of months (plus \$50 savings)

Sponsor our Sport Pages:

\$50/month – gets link and image on main page of the sports in season

Sponsor our Championship “Hub” Pages:

We have sponsorship opportunities available for our “hub” pages dedicated to some of the most important games, championships and tournaments of the season:

PIAA Football State Championships
District 1 Basketball Championships
PIAA State Basketball Championships
Penn Relays
Catholic League Baseball Championships

\$50/month for the main hub page

Ask us about opportunities to sponsor our specific awards and honors, which include All-Varsity 365 Teams, Players and Coaches of the Year, Power Team of the Year and Performance of the Year.

For further information on sponsorship opportunities, contact Marcus at 215-738-4678 or email him at mwright@varsity365.com.