

2014

**Online Marketing
& Advertising Rates**

scoringlive

The New Leader in High School Sports Coverage



OUR LOYAL FANS: Parents, Alumni, Relatives, Student Athletes, Friends, Recruiters, Teachers, Coaches, Vendors, and People Who Love High School Sports

OUR ONLINE SPECIFICATIONS

“We’re proud our coverage generated so many Unique Visitors in 2012”

Estimated 2014 Traffic: 8,000,000 Pageviews

Web Page Ad Sizes, Descriptions:

Gold Leaderboards

Positioned horizontally below main navigational aids at left. Up to four messages in rotation unless purchased exclusively. Estimated minimum monthly views for Marquee placements: 80,000; School Loyalty and Premier (Designated) Sports placements: 15,000. Specifications: 530 x 90 pixels @ 72 dpi; JPEG, GIF or PNG formats.

Silver Leaderboards

Positioned horizontally below main navigational aids at right. Up to four messages in rotation unless purchased exclusively. Estimated minimum monthly views for Marquee placements: 80,000; School Loyalty and Premier (Designated) Sports placements: 15,000. Specifications: 405 x 90 pixels @ 72 dpi; JPEG, GIF or PNG formats.

Skyscrapers

Skyscrapers (two maximum per page) positioned at right of content. Up to four messages in rotation unless purchased exclusively. Estimated minimum monthly views for Marquee placements: 80,000; School Loyalty and Premier (Designated) Sports placements: 15,000. Specifications: 165 x 200 pixels @ 72 dpi; JPEG, GIF or PNG formats.

SUPPORTER ICONS, LINKS & PROMO

KEY LANDING PAGES 12-MONTH PLAN • \$400/year

Limited availability! Your logo appears prominently in Footers on ALL pages, linked to your homepage!

LINKED TEXT AD FROM SUPPORT PAGE • \$750/year

500-word custom bio or story about your product or service hyperlinked to your name in acknowledgement letter (Logo in Footer below linked to your website.)

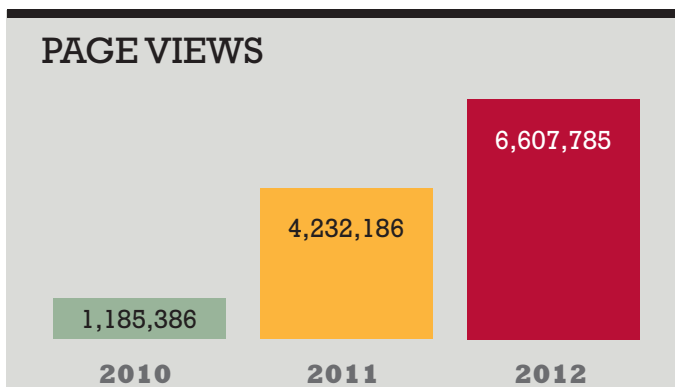
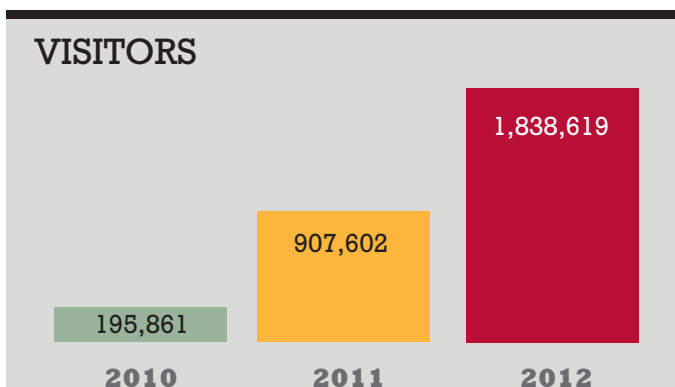
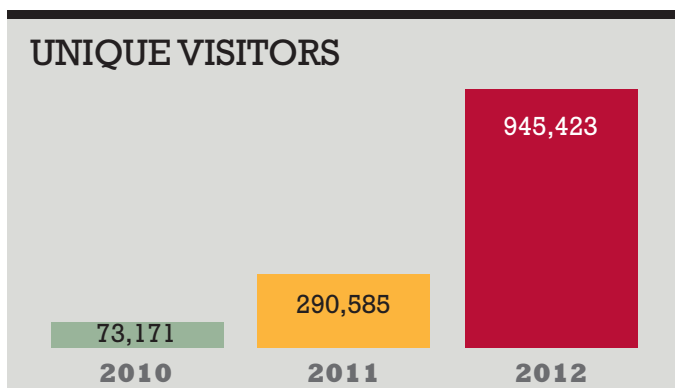
LIVE STREAMED SPONSORSHIPS

2013 RIVALRY GAMES NEW THIS YEAR

Your 30-second spots air live during pre-game and postgame coverage, as well as half time and time outs – and they remain accessible on site all year long! Customized packages with talent drop-ins available!



SCORINGLIVE GROWTH



ADVERTISING UNITS

MARQUEE ADVERTISING UNITS

12-Month Plan

Appearing on website Main page, Story pages, Story Archive pages, Photo Archive pages and All Non-sports specific pages. Up to four (4) messages in rotation. **80K** estimated minimum views per month.

GOLD LEADERBOARD \$500 / Month

SILVER LEADERBOARD \$450 / Month

UPPER SKYSCRAPER \$350 / Month

LOWER SKYSCRAPER \$300 / Month

SCHOOL LOYALTY ADVERTISING UNITS

Front Page 12-Month Plan

Placed on your designated school's main page AND pages for team sports that your school participates in. For example, Punahou participates in 25 sports so ads would run on 26 team pages! Up to four (4) messages in rotation. **15K** estimated minimum views per month.

Second school discount: 10%

Three or more schools discount: 15%

SCHOOL LOYALTY

GOLD LEADERBOARD \$120 / Month

SCHOOL LOYALTY

SILVER LEADERBOARD \$100 / Month

SCHOOL LOYALTY

UPPER SKYSCRAPER \$80 / Month

SCHOOL LOYALTY

LOWER SKYSCRAPER \$60 / Month

HAWAII'S FAVORITE
SPORTS JOURNALISTS

Greg Yamamoto

Eugene Tanner

Wes Nakama

Stacy Kaneshiro

Scott Nishi

Kalani Takase

•

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Media Representative

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For Advertising Assistance
& Information, call

(808) 383-4123

DESIGNATED SPORTS ADVERTISING UNITS

scoringlive

FOUR-MONTH MINIMUM PLAN*

Your ad is placed on your preferred sport's front page AND all pages tied to the section: schedules, stats, standings, player pages and more! Up to four (4) messages in rotation. 15K minimum views per month. Choose your sports:

BOYS BASKETBALL *Front plus section pages*

Gold Leaderboard • \$150 Month / Silver Leaderboard • \$120 Month / Skyscraper • \$100 Month

GIRLS BASKETBALL *Front plus section pages*

Gold Leaderboard • \$150 Month / Silver Leaderboard • \$120 Month / Skyscraper • \$100 Month

BOYS BASEBALL *Front plus section pages*

Gold Leaderboard • \$150 Month / Silver Leaderboard • \$120 Month / Skyscraper • \$100 Month

BOYS SOCCER *Front plus section pages*

Gold Leaderboard • \$100 Month / Silver Leaderboard • \$80 Month / Skyscraper • \$60 Month

GIRLS SOCCER *Front plus section pages*

Gold Leaderboard • \$100 Month / Silver Leaderboard • \$80 Month / Skyscraper • \$60 Month

FOOTBALL *Front plus section pages*

Gold Leaderboard • \$250 Month / Silver Leaderboard • \$220 Month / Skyscraper • \$190 Month

GIRLS SOFTBALL *Front plus section pages*

Gold Leaderboard • \$150 Month / Silver Leaderboard • \$120 Month / Skyscraper • \$100 Month

BOYS VOLLEYBALL *Front plus section pages*

Gold Leaderboard • \$100 Month / Silver Leaderboard • \$80 Month / Skyscraper • \$60 Month

GIRLS VOLLEYBALL *Front plus section pages*

Gold Leaderboard • \$100 Month / Silver Leaderboard • \$80 Month / Skyscraper • \$60 Month

ALL OTHER SPORTS *Front plus section pages*

Gold Leaderboard • \$80 Month / Silver Leaderboard • \$60 Month / Skyscraper • \$40 Month

*Rates discounted up to 40% for Marquee and Favored School Sponsors