



Thank you for your interest in supporting ScoringLive.

Founded in 2007, ScoringLive has grown from a football stats and scores resource for a select number of schools, to a comprehensive news, features, image, video and statistics platform, providing coverage of nearly every high school sport taking place in the state of Hawaii, including the OIA, ILH, BIIF, MIL and KIF.

Your support of ScoringLive will help to further our coverage of sports in Hawaii, as well as help to power SL's student athlete initiatives, including internships, scholarships and more.

Our rate sheet lists specifications and pricing for our various ad placements. If you are interested in something that isn't offered, just let us know and we can create a solution tailored to your company or organization's needs.

Should you have any questions or would like to discuss possible support options, please do not hesitate to contact us at 741-6185 or via email at support@scoringlive.com.

Thank you,

A handwritten signature in black ink, appearing to read "Brian Ing", with a large, sweeping flourish at the end.

Brian Ing
Founder, ScoringLive

ScoringLive Advertising Rate Sheet – Fall 2011

STANDARD AD PLACEMENTS

530px x 90px banner



placement: **horizontal ad slot below main navigation (left side)**
estimated reach: **50,000 views/monthly (up to 4 ads in rotation)**
ad specs: **530px by 90px @72dpi, JPEG, GIF or PNG formats**

PRICING

C1 **\$500/mo**

405px x 90px banner



placement: **horizontal ad slot below main navigation (right side)**
estimated reach: **50,000 views/monthly (up to 4 ads in rotation)**
ad specs: **405px by 90px @72dpi, JPEG, GIF or PNG formats**

PRICING

C2 **\$450/mo**

165px x 200px rectangle



placement: **right side of content**
estimated reach: **40,000 views/monthly (up to 5 ads in rotation)**
ad specs: **165px by 200px @72dpi, JPEG, GIF or PNG formats**

PRICING

S1 **\$400/mo**
S2 **\$350/mo**
S3 **\$300/mo**

NOTE: Estimated reach calculated at 2MM views annually, 2011-12 traffic estimated at 3-3.5MM.

SPECIALIZED AD PLACEMENTS

940px x 90px banner (combination of both C1 and C2 ad slots)



up to 4 different ads can be submitted for campaign (minimum 3 month term)

placement: horizontal ad slot below main navigation

estimated reach: 200,000 views/monthly

ad specs: 940px by 90px @72dpi, JPEG, GIF or PNG formats

PRICING

C3 **\$3000/mo**

Scores ticker “powered by”

placement: top right side of scores ticker

deployment: all pages; includes placement on supporter page

estimated reach: 200,000 views/monthly

ad specs: up to 250px by 16px @72dpi, JPEG, GIF or PNG formats (can include HTML text)

PRICING

ST **\$500/mo**

ScoringLive Mobile title sponsor



placement: top banner on all mobile platform pages

deployment: all mobile pages

estimated reach: 20,000 views/monthly

ad specs: up to 120px by 20px @72dpi, JPEG, GIF or PNG formats

PRICING

MO **\$300/mo**

NOTE: Estimated reach calculated at 2MM views annually. 2011-12 traffic estimated at 3-3.5MM.

Photo pages title sponsor



placement: **top banner above image**
deployment: **all photo gallery “zoom image” pages**
estimated reach: **50,000 views/monthly**
ad specs: **500px by 50px @72dpi, JPEG, GIF or PNG formats**

PRICING

PP **\$500/mo**

SL supporter icon



placement: **bottom of page, below footer**
deployment: **all pages; includes placement on supporter page**
estimated reach: **minimum 40,000 views/monthly**
ad specs: **50px by 50px @72dpi, JPEG, GIF or PNG formats**
100px by 25px @72dpi, JPEG, GIF or PNG formats
URL link through allowed

PRICING

I1 **\$400/season**

NOTE: Estimated reach calculated at 2MM views annually, 2011-12 traffic estimated at 3-3.5MM.

ADDITIONAL INFORMATION

- Advertisements are sold at a minimum term of 1 month per slot.
- Discounted rates are available for advertisement terms purchased annually (excluding supporter icons), as well as special rates for non-profit organizations.
- Ad creatives must be submitted by client, and prepped to site specifications.
- Advertisements can be built by a ScoringLive designer for an additional charge.