

**PROMOTE  
WITH  
SPORTS  
NETWORKER**

**MEDIA  
KIT**

**2013**

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# Sports Networker Media Kit

## About Sports Networker



[SportsNetworker.com](http://SportsNetworker.com) is the #1 resource online for Sports Business Professionals looking for the latest information on how to take their sports career to the next level. We cover a variety of topics including Sports Business, Sports Networking, Sports Marketing, Sports Sponsorship, Sports Sales, Sports Events, Sports Technology, Sports Social Media and How To Land A Job In Sports.

[SportsNetworker.com](http://SportsNetworker.com) reaches a network of over 150,000 current and aspiring sports executives and continues to grow everyday. We manage the largest sports business group on LinkedIn – [Sports Industry Network](#) with over 125,000 members and provide advanced content, training and networking opportunities in our exclusive [Sports Executives Association](#) membership website.

So what does that mean for you as an advertiser? Your company, college program or conference can get some great exposure to our extensive, ever-growing list by building a partnership with Sports Networker.

Thank you for showing interest in promoting with us and looking through our media kit - if you have any questions at all please don't hesitate to [get in touch with us!](#)

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## **Who We Work With**

If you have a product or service that you'd like to put in front of our audience of over 150,000+ Sports Industry professionals, then you are in the right place!

1. Do you have a product or service that you would like to promote or sell?
2. Are you looking to generate awareness and increase enrollment for your College Sports MS/MBA program?
3. Would you like to sell tickets and sponsorship for your Sports Conference?

If you are looking to put your brand/product/service in front of our audience, we have options that will work for you!

**These are the types of advertisers we work with:**

1. Online Advertisers
2. Sports Retailers
3. Sports Conferences/Events
4. Sports College Programs

## **Our Past and Current Advertisers**

You can also take comfort in knowing that our past and current advertising clients are very much in line with what our target audience is looking for. After all, our goal in working with our advertisers is to ensure that you receive as much VALUE as possible!

**Some of our past and current advertisers include:**

1. Work In Sports (Sports Job Board)
2. Sports Resume (Sports Cover Letter & Resume Services)
3. Voice of the Box (Sports Career Coaching)
4. Dream Job Academy (Sports Career Training)
5. Full Sail University (Online Sports Education)



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## **Our Audience**

At Sports Networker, we have a diverse and extensive audience of current and aspiring sports business professionals and sports enthusiasts.

Our audience includes students looking to get their first job in sports, established sports professionals looking for products and service to help them increase revenue for their company, entrepreneurs and business owners looking for exposure for their products/service and everything in between!



## **Audience Demographics**

Here are a few examples of the typical audience we reach on a daily basis:

1. Sports college students and established professionals in sports
2. Entrepreneurs & Small Business owners
3. Current and former amateur and professional athletes
4. Coaches from all levels of competition (Amateur, Collegiate, Professional)
5. Decision makers in various sports job fields and roles
6. Email List
  1. 24,000+ Contacts
7. Twitter Account
  1. 23,000+ Followers
  2. One of the largest sports business accounts on Twitter
8. Facebook Fan Page
  1. 40,000+ Fans
  2. 82% Male
  3. 75% - 13-34 yr old Male
9. LinkedIn Group
  1. 125,000+ Members
  2. 60% Senior Level Executives (Owner, VP, Director)
  3. Primary Member Locations: New York & Los Angeles
  4. Primary Member Functions: Sales & Marketing

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## Audience Location

### Website Traffic - Visitor Locations

***\*\*Note: Stats seen are totals for the period of May 1, 2013 - July 15, 2013\*\****

	80,157	80,157
	% of Total: 100.00% (30,157)	% of Total: 100.00% (30,157)
1.  United States	49,817	62.15%
2.  United Kingdom	5,898	7.36%
3.  Canada	5,587	6.97%
4.  Australia	2,600	3.24%
5.  India	1,700	2.12%
6.  Germany	913	1.14%
7.  France	803	1.00%
8.  Ireland	682	0.85%
9.  Philippines	667	0.83%
10.  Brazil	661	0.82%

Our website is primarily accessed by our audience in the United States followed by a strong presence in other primarily English speaking countries.

While over 75% of our audience is visiting our website from the United States, UK, Canada and Australia, we are seeing tremendous growth in visits from European, South American and South East Asia countries.

**United States --> 49817 (62.15%)**  
**United Kingdom --> 5898 (7.36%)**  
**Canada --> 5587 (6.97%)**  
**Australia --> 2600 (3.24%)**  
**India --> 1700 (2.12%)**

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# Key Statistics

## Email List

Our targeted email list includes over **24,000 sports enthusiasts, sports college students, sports business professionals, entrepreneurs and business owners.**

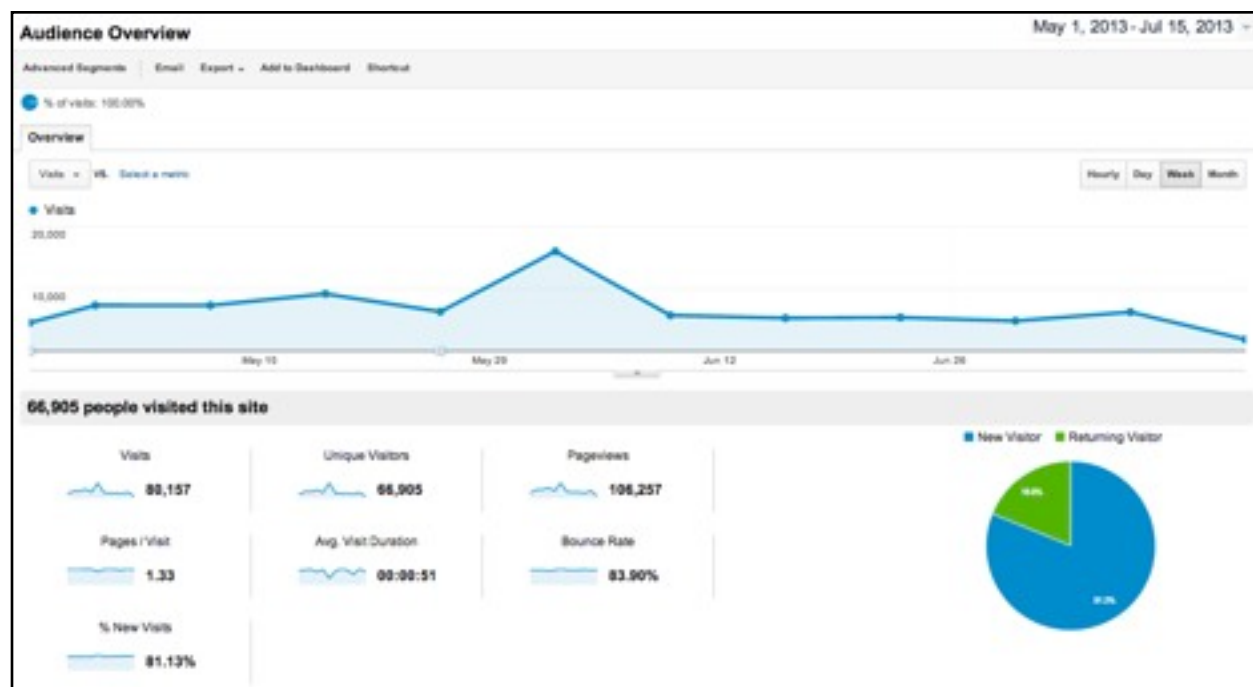
**Average Open Rates --> 15-25%**

**Average Click-Thru Rates --> 2-5%**

## Website Visits And Page Views

**\*\*Note: Stats seen are for the period of May 1, 2013 - July 1, 2013\*\***

Our goal as an online publication in the Sports Industry is to provide our audience with quality content, grow our reach and keep our visitors coming back for more on a consistent basis. Below is information on some of the key statistics that will help you understand our current reach and engagement (which is increasing every month!).



**Average Monthly Visits --> 32,000**

**Average Monthly Page Views --> 42,400**

**New Monthly Visitors --> 81%**

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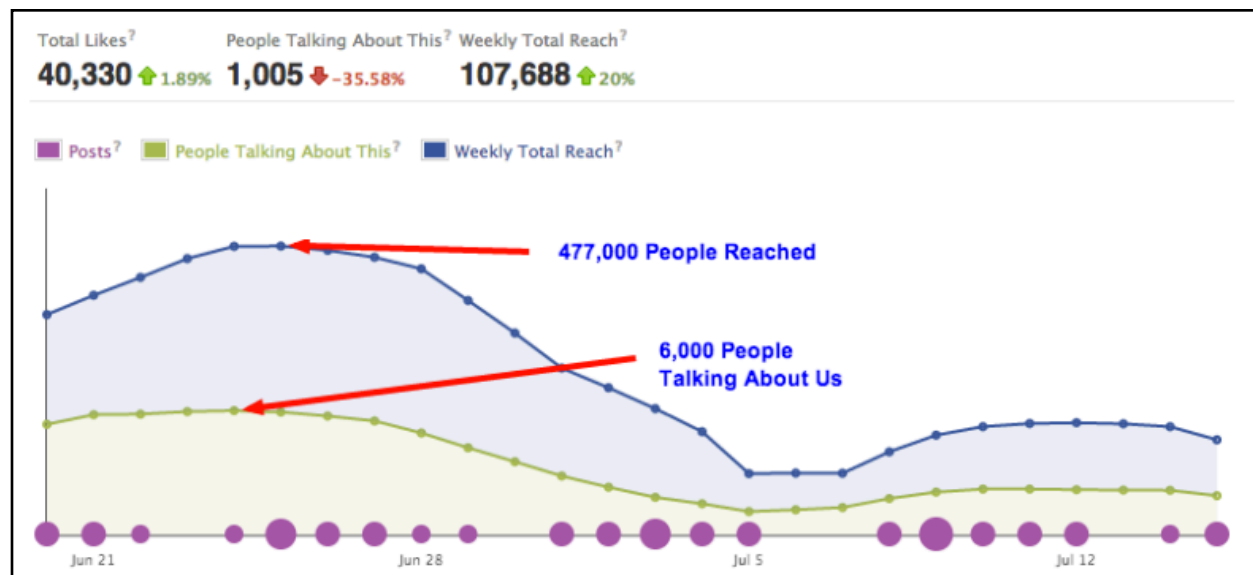
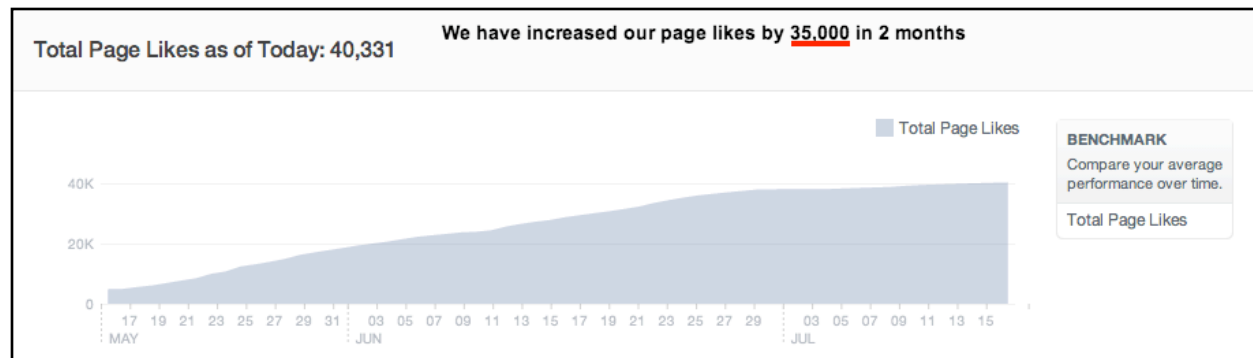
## Social Media Accounts

We are constantly looking to grow our social media presence and establish new communities on emerging platforms. Below are some statistics from our largest social media accounts that we offer promotional opportunities on including our Facebook Fan Page, Twitter Account and LinkedIn Group.

### Sports Networker Facebook Fan Page

**\*\*Note: Stats seen are for the period of May 1, 2013 - July 15, 2013\*\***

We have focused on expanding our Facebook audience recently, and as you can see by the graph below, it is working! Our page LIKE's have **increased by 35,000 in 2 months**. We have also seen some great growth since the start of 2013, with a 1000% increase since January.



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## Sports Networker Twitter Account

**\*\*Note: Stats seen are for the period of May 1, 2013 - July 15, 2013\*\***



We approach the management of our [Twitter](#) account the same way that we encourage our audience to network in the real world. Give VALUE first! As a result, we have seen our following and engagement (retweets) increase on a monthly basis. Since the beginning of January 2013, we have seen an increase of over 9,000 followers (64%)



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## Sports Industry Network - LinkedIn Group

*\*Note: Stats seen below are as of July 15, 2013\*\**



That number you see above is not an illusion - our LinkedIn Group, The Sports Industry Network, has more than 125,000 members and continues to grow at a rate of over 2000 new members per month, which makes it the largest sports-business group on LinkedIn.

We have a wide range of professionals in our group with Senior positions leading the way at just over 26,000 members. We also have entry level professionals, managers, directors and owners all represented, so there is certainly no shortage of variety here.

Our LinkedIn Group is not only large, it is also extremely active. We average around 400 new discussions, 100 comments, 50 promotions and 100+ job postings per week, making us one of the most active groups throughout LinkedIn in addition to one of the biggest.

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## Promotional Opportunities & Pricing

Now to the good part of how you can leverage our audience to benefit your company!

You will find that our advertising options give you plenty of opportunities to expose your brand/product/service to our audience via our well-established email list, website, social media channels and online contesting.



***NOTE: All pricing listed below is based on PER MONTH rates (unless otherwise indicated). All banner graphics are to be provided by advertiser.***

### Website Promotion

We have a variety of banner size options for you to promote to our audience.

Medium	Location (Banner Size)	Spots Available	Price
Website	Top - Below Blog Post Title (728x90)	4	\$300
Website	Top Right Header (468x60)	4	\$300
Website	Top Right Sidebar (300x250)	4	\$300
Website	Middle Right Sidebar 1 (300x250)	4	\$200
Website	Middle Right Sidebar 2 (125x125)	8	\$50
Website	Bottom Right Sidebar (300x250)	4	\$100
Website	Bottom - Above Author Bio (728x90)	4	\$100
Web site	Sponsored Guest Posts*		\$200

***\*Note: Sponsored articles must be in line with our [PILLAR topics](#). May include one “follow” link. Must not read like an Advertisement. Article must be written by advertiser. Article will be disclosed as a “Sponsored Article”.***

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## **Email & Newsletter Promotion**

We offer a variety of ad placement options in our newsletter that is distributed every 2 weeks to our email list of 24,000+ contacts. We also offer a dedicated email e-blast option for advertisers that want to put their message directly in front of our audience.

Newsletter Sample: [Click here to see an example of our newsletter](#)

Email Eblast Sample: [Click here to see an example of an email blast](#)

Medium	Location (Banner Size)	Spots Available	Price
Newsletter	Header (468x60)	1	\$300
Newsletter	Sidebar - Top Right (200x200)	1	\$300
Newsletter	Sidebar - Middle Right (200x200)	1	\$250
Newsletter	Sidebar - Bottom Right (200x200)	1	\$200
Newsletter	Content Banner - Bottom Middle (468x60)	1	\$200
Newsletter	Upcoming Conferences (100x100)	3	\$200
<a href="#">Eblast</a>	<a href="#">Insider's Club (24,000+ contacts)</a>		\$800

## **Social Media Promotion**

We have a number of options available to promote via our social media accounts.

Medium	Type (Audience Size)	Spots Available	Price
LinkedIn Announcement	Email (125,000+)		\$3,000
Facebook	Cover Image	1	\$200
Facebook	Post (40,000+)		\$20
Twitter	Background Image	1	\$200
Twitter	Tweet (23,000+)		\$20

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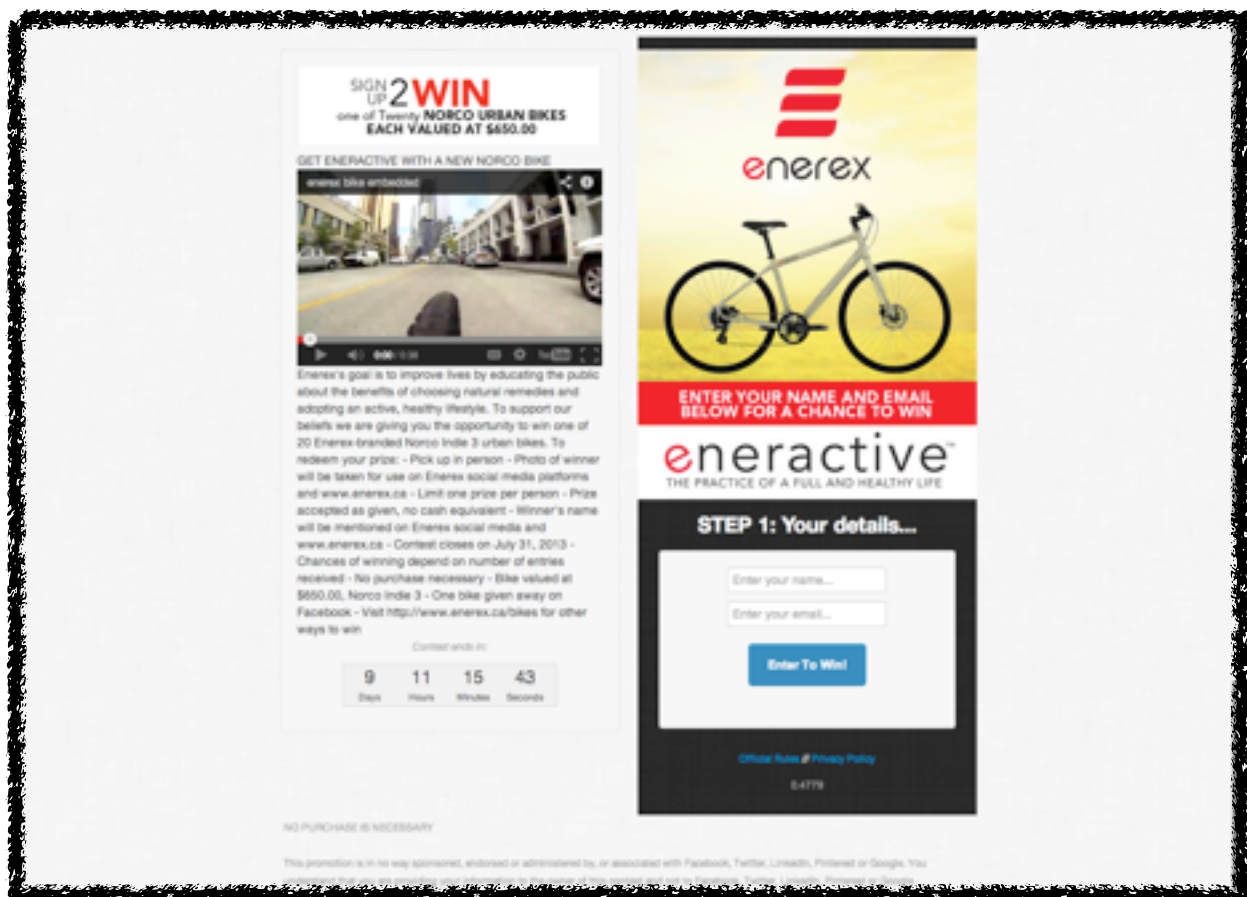
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## **Social Rewards Contest**

Another advertising option we offer is a social rewards contest. We use a powerful online, social media driven contesting platform that not only generates awareness for your product/service/event, it also helps build your email list, increase your social audience and rewards entrants for sharing your contest with their social network.

*NOTE: While the example you see below shows a physical product as a prize, our contests are certainly not limited to just product giveaways. For example, if you are looking to generate awareness, leads and sales for a Sports conference you could give away a VIP Event Experience to the winners. There are endless possibilities and we are open to discuss any of your creative ideas!*

### **FEATURE #1: Add Leads To Your Email List**



When someone fills out the “Step 1: Your Details...” box and enters the contest, their name and email is captured as a lead in your database. This is probably the most effective way for you to leverage our network to build your own email list.

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## **FEATURE #2: Capture More Leads Via Email Referrals**

**SIGN UP 2 WIN**  
one of Twenty NORCO URBAN BIKES  
EACH VALUED AT \$650.00

**Invite Your Friends By Email...**  
**Earn Up To 44 More Entries!**

**STEP 2: Refer your friends!**

Earn 2 entries for each friend you refer. Invite all 3 and earn 6 additional entries. When those friends successfully enter, you'll get 10 more entries each!

Email of friend #1

Email of friend #2

Email of friend #3

[Invite Your Friends](#)

[\( Skip This Step >> \)](#)

**enerex**

**ENTER YOUR NAME AND EMAIL BELOW FOR A CHANCE TO WIN**

**eneractive™**  
THE PRACTICE OF A FULL AND HEALTHY LIFE

[Official Rules // Privacy Policy](#)

0.2048

Once a contest entrant signs up, they are immediately encouraged to share your contest with their network via email. By taking this action, entrants are rewarded with additional “entries” that increase their odds of winning your contest.

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### **FEATURE #3: Generate Awareness Via Social Sharing**



Contest entrants can also earn additional entries by sharing your contest with their individual social networks on Facebook, Twitter and LinkedIn. Their social shares include a unique link that is automatically tracked back to them as the referrer. This feature will help build the social buzz around your social rewards contest.

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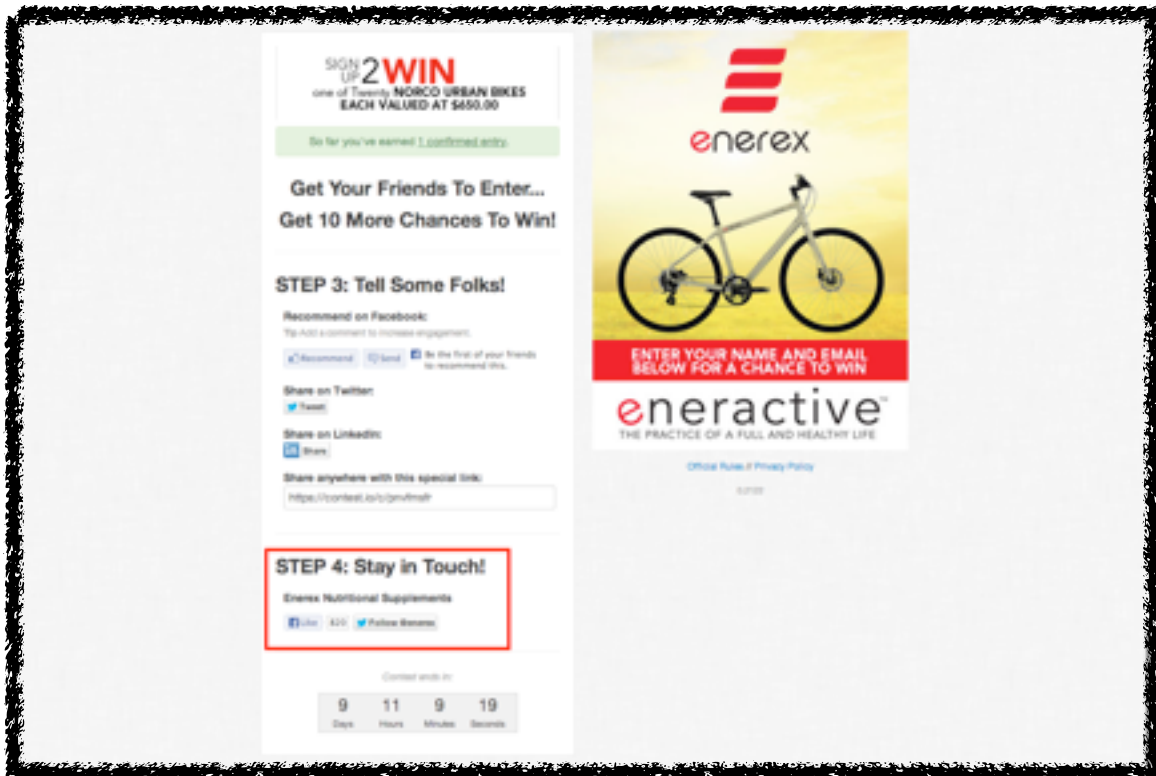
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## FEATURE #4: Increase Your Social Media Audience



The “Stay in Touch” feature encourages contest entrants to follow your brand on Facebook and Twitter with the click of a button

### Social Rewards Contest Pricing

Pricing for a Social Rewards Contest **starts at \$3,000** and includes strategy development and contest setup. We can also provide content and design services at an additional cost if required.

To inquire about getting starting with a Social Rewards Contest, please send an email to [advertise@sportsnetworker.com](mailto:advertise@sportsnetworker.com).

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## **Other Promotion Opportunities**

### **Product Reviews**

Do you have a product or service that you'd like us to review? We have a number of quality authors that are always looking for the latest, greatest products and services to promote to our audience.

### **Expert Topic Webinars**

Are you an "expert" on a topic that will help our audience take their sports career to the next level?

We are always looking for topic experts to provide valuable content and would be open to discussing your webinar topic ideas and how we can mutually benefit from doing a webinar together.



### **Affiliate Programs**

Do you have a product/service that our audience would find of value? If so, let us know how we can sign up as an affiliate and we'll discuss how we can help you promote your product or service to our audience. Here are a few examples of the types of products/services we promote to our audience:

1. Books
2. Software
3. Information Products
4. Membership Web sites
5. Event Tickets

### **Sports Networker - Referral Partner Program**

If you have your own engaged audience and would like to earn commissions helping us promote our products, you might want to consider becoming a Sports Networker Referral Partner!

Please send an email to [partners@sportsnetworker.com](mailto:partners@sportsnetworker.com) to inquire about becoming a Sports Networker Referral Partner.

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## **Discount Promotion Packages**

Have you read through our promotional opportunities and just can't decide which one might be the best fit for your company? No worries, we have created four great promotional packages that will fit your needs and budget.

These packages offer a wide range of exposure to our audience and have the added benefit of discount pricing (**20% off**). Our discount packages are as follows:

### **The Bronze Package**

Our Bronze Package ensures you are getting exposure on all of our advertising mediums. The Bronze Package includes:

1. Bottom Right - Website Banner (300x250)
2. Bottom Right - Newsletter Banner (200x200)
3. 5 Social mentions on Facebook
4. 5 social mentions on Twitter

**\$500 - Total Value**

**\$80 - 20% Package Discount**

**\$420 - Cost per month**

### **The Silver Package**

Our Silver Package gives you more prominent banner placements on our website and in our newsletter. The Silver Package includes:

1. Middle Right - Website Banner (300x250)
2. Middle Right - Newsletter Banner (200x200)
3. 5 Social mentions on Facebook
4. 5 social mentions on Twitter

**\$650 - Total Value**

**\$130 - 20% Package Discount**

**\$520 - Cost per month**

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## **The Gold Package**

Our Gold Package gives you more prominent banner placements on our website and in our newsletter. It also includes your branding on our Facebook cover photo and Twitter background. The Gold Package includes:

1. Top Right - Website Banner (300x250)
2. Top Right - Newsletter Banner (200x200)
3. 5 Social mentions on Facebook
4. 5 social mentions on Twitter
5. Facebook Cover Photo - Branding
6. Twitter Background - Branding

**\$1200 - Total Value**

**\$240 - 20% Package Discount**

**\$960 - Cost per month**

## **The Platinum Package**

Our Platinum Package gives you all the benefits of our Gold Package, but also includes an Email Eblast that will put your product or service directly into the inbox of over 24,000 contacts. Our Platinum Package includes:

1. Top Right - Website Banner (300x250)
2. Top Right - Newsletter Banner (200x200)
3. 5 Social mentions on Facebook
4. 5 social mentions on Twitter
5. Facebook Cover Photo - Branding
6. Twitter Background - Branding
7. Email Eblast (24,000+ contacts)

**\$2000 - Total Value**

**\$4000 - 20% Package Discount**

**\$1600 - Cost per month**

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## **Requirements & Specifications**

All communication and approvals will be conducted between an appointed member of both Sports Networker and your company.

## **Payment Policy**

All advertising fees are to be paid in advance on a monthly basis prior to the advertising campaign start date. (Some exceptions apply)

## **Advertising Assets**

The advertiser will be responsible for providing content and design assets required to fulfill the advertising contract.

## **Website Banner Policy**

There are 4 rotating spots available for every website banner placement. Monthly pricing is based on 1 of 4 spots. If you would like to secure exclusive rights to a specific website banner placement, please ask your Sports Networker sales agent about pricing options.

## **Banner Sizes**

### **Website Banners Ad Specs**

- Leaderboard (728x90)
- Full Banner (468x60)
- Medium Rectangle (300x250)
- Square Button (125x125)

### **Newsletter Banner Ad Specs (\*No Flash)**

- Full Banner (468x60)
- Square (200x200)
- Square Button (100x100)

\*[Click here](#) for Facebook Cover Photo & Twitter Background design.

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\*For Eblasts, LinkedIn Announcements and Social Reward Contest standards, contact your Sports Networker sales agent

## **Accepted Standard Creative Types**

- GIF
- JPEG
- HTML Banners
- Java Script

## **Third Party Served Ads**

In instances where third-party ads rotate multiple creative through one line of code, Sports Networker must approve each creative two (2) business days before implementation to ensure that it conforms to site standards.

When receiving third-party ads, we must have the username/password to view report on third party metrics (along with our own) to ensure that we are within an acceptable discrepancy range. If IO states to bill off third-party numbers, username and password is mandatory. Sports Networker reserves the right to pull thirdparty served ads that are not rendering or are rendering slowly.

## **Ad Formats/Creative Types**

Sports Networker does not accept deceptive advertising tactics. This includes ads simulating computer system warnings that lead the user to believe their computer is failing or they need to click on the ad to eliminate that message.

Sports Networker does not accept ads that modify elements of a user's browser or computer settings

Sports Networker does not accept ads that resemble the editorial content of Sports Networker or references Sports Networker, unless it is part of a co-promotion.

## **Flash Requirements**

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Flash creatives must be delivered as .swf files and as Flash Version 9 or earlier. All Flash ads must include a backup GIF. Flash ads must include click Tag tracking that contains the following action scripts:

```
on (release) {  
  getURL(_level0.clickTag,"_blank");  
}
```

For further instructions, please go to: <http://www.adobe.com/resources/richmedia/tracking/>

## **General Guidelines**

**Border:** If ads are on a white background, they must include a black, encasing one pixel rule.

**Suggested Maximum File Size:** 40kb

**Maximum duration:** 30 seconds for user-initiated; 4 seconds for auto-initiated.

**Rotation:** Site-served ads must have no more than 2 creatives per ad size, per order.

**Alternate GIF:** Animated GIFs must be provided for all Flash creatives.

**Alternate Text:** Cannot exceed 50 characters.

**Sound:** The use of audio streams must be initiated by click only. If deemed too distracting, Sports Networker reserves the right to ask that the advertiser remove them. Use of audio in the initial download must include an option for turning off audio. This option must be clearly labeled in the creative.

**Third-party serving:** Sports Networker allows third-party serving of creative within iFrametags. Fourth-party serving of creative is not allowed.

**Testing:** Creative must be delivered three (3) business days before launch for testing and QA. All creative must function uniformly on both Mac and PC platforms, as well as

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multiple browser versions of Firefox and Internet Explorer. Any units not conforming to all outlined specifications will not be placed online and will result in delayed start dates.

**Content:** Sports Networker reserves the right to reject any ad that contains offensive or inappropriate content.

## **Get In Touch With Us!**

As the #1 resource online for current and aspiring Sports Business Professionals looking to take their sports career to the next level, we are always looking for great partners that want benefit from and add value to our audience.

If you are an online advertiser, sports retailer, sports conference, sports college program or any other organization looking to expose your product or service to the largest network of sports professionals online, we want to hear from you!

If you are interested in learning more about our promotional opportunities or would like to get started right away, please send us an email to [advertise@sportsnetworker.com](mailto:advertise@sportsnetworker.com).

We look forward to building a mutually beneficial partnership with you!



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