

TEAM OF THE WEEK

PROCESS

- * 5 teams nominated and profiled every Monday
- * All week the people vote and weigh in on picks
- * Fridays winners named/expanded article written
- * One year sponsorship program
- * 72 online articles and 4 print articles

ONLINE:

- * Feature frontpage presence ~4-5 million impressions
- * Subsite customized development
 - 728x90 leaderboard banner
 - 300x750 large format skyscraper
 - branded gutters
 - NEW! Add Social Media Engagement - Facebook/LinkedIn
 - NEW! Add commercials to subsite area & WSN Illustrated
 - NEW! Articles newly posted show in news reel



PRINT:

- * WSN Illustrated double page spread in all four editions.
 - Includes full page ad
 - Branded content page



- *Lots of real estate on your subsite area.
- *Designed around your requests with delivery execution similar across states.
- *This year we add the option to include social media integration, local representative plaque presentation and embedded videos in your exclusively branded subsite area.
- *Additional states that may be available for program include Illinois, Minnesota, Indiana, Michigan and New Jersey. (MN Hockey Hub and IL Season Pass pictured right)

The Prep Sports Audience in WI, MN, IL, IN, MI & NJ:

- *Income: \$50k-\$100K per year
- *Parents ages 35-49 ; established families
- *~160 million Webpages to be delivered across prep content sites in 2013.

Keep a parallel presence in every community rural and metro every day of the year on coverage Midwestern families care about -- their kids' sports!

Contact Laura Ritchie at (920) 427-5683 or laura@wissports.net for more information on pricing on this and other opportunities.

