



Your game plan for big revenue & engagement from prep football

Wednesday, June 19th, 2019

TN TownNews

Today's agenda

- Players compete, test their knowledge and track stats
- Variety of high-visibility banner positions and contest sponsorship opportunities for local advertisers
- Programmatic advertising with Google Ad Manager
- . . . and much more!





Great for players

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Get them in the game

- Prep, College, or NFL
- Create private leagues
- Compete against friends
- Earn bonus points for trivia knowledge
- Compete for prizes
 - Round by round
 - Overall

QC VARSITY SPORTS HOME MY PICKS LEAGUES NEWS STANDINGS LOGOUT

728 x 90
Leaderboard Ad Top

JOIN A LEAGUE

Presented by **BUFFALO WILD WINGS**

POWERED BY ATHLON SPORTS

SHARE [Facebook] [Twitter] [LinkedIn]

Make Your Picks

Do you have what it takes to be a pick'em champ? Then head over to the "My Picks" page to get started on your road to glory. Select a winner for each of the presented games and predict the final score to the bonus game.

Join A League

If making your picks is simply not enough, join into a league where you will compete against other like-minded sports fanatics. Find other fans of your favorite

Invite Friends

Want to up the ante with your friends? Great! Invite them to play in the contest with the "Friends" form below.

WIN WEEKLY PRIZES! WIN CASH! WIN A SMART TV!

\$100
BUFFALO WILD WINGS

\$100
WELL PLAYED.

Android Smart TV

Showcase local experts

- Expert bios
- Multiple contests
- Unlimited experts
- Users can pick the experts
- Feature staff or community members

The image shows a screenshot of a sports website interface. The main header is blue with the text "MY PICKS - MAC WEEK 1" and "Presented by BUFFALO WILD WINGS". Below the header, there are navigation tabs for "Weeks" from MAC 1 to MAC 10. The main content area features a section titled "OUR EXPERTS" with a profile for Gary Stibolt, an expert from TownNews.com. Below this, there is a contest for "SATURDAY 08-17-19" at 7:00 PM between Pleasant Valley Spartans and Clinton River. A "300 x 250 Big Ad Top" is visible on the right side. A callout box in the foreground highlights Gary Stibolt's profile, including his name, title "Expert", and affiliation "TownNews.com".

Provide detailed stats & news

- By round or overall
- Standings update automatically once the round is graded
- Paged standings
- Local headlines and news

The image displays two screenshots of a sports website. The top screenshot shows a 'SPORTS NEWS' page with headlines for Pittsburgh Steelers and Cincinnati Bengals, and a Buffalo Wild Wings advertisement. The bottom screenshot shows a 'STANDINGS' page for Quad City Varsity Sports, featuring a leaderboard with columns for weeks, MAC 1-10, and Overall, along with a '300 x 250 Big Ad Top' and a '728 x 90 Leaderboard Ad Middle'.

SPORTS NEWS
Presented by BUFFALO WILD WINGS

HEADLINES

Pittsburgh Steelers

Cincinnati Bengals

Grab your friends and PICK'EM with us!
Join this Contest - 10% off your meal!

HOME MY PICKS LEAGUES NEWS STANDINGS LOGOUT

728 x 90 Leaderboard Ad Top

STANDINGS
Presented by BUFFALO WILD WINGS

Weeks MAC 1 MAC 2 MAC 3 MAC 4 MAC 5 MAC 6 MAC 7 MAC 8 MAC 9 MAC 10 Overall

CWOLF POINTS EARNED POINT STANDINGS

W-L RECORD

Average

300 x 250 Big Ad Top

728 x 90 Leaderboard Ad Middle

HEADLINES

2019 Fall Golf Classifications

Quad City Varsity Football Standings

Last Updated: 2019-06-11 07:26 PM

This round has not been graded yet.



Great for advertisers

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Corporate sponsorships

Corporate “Presenting Sponsor” package

- Background image (1292 x 528)
- “Presented by” logo (365 x 96)
- Paid expert with logo or avatar
- Promotional announcements for news feed

Tournament round sponsorships

- Assign leaderboard ads to the middle or bottom ad positions
- “Brought to you by” for each round

Contest prize packages



Advertising opportunities

Leaderboard ads (728 x 90)

- Top - premier fixed ad on every page
- Middle - fixed ad targeted to all pages
- Bottom - fixed ad targeted to all pages

Fixed right rail ad (300 x 250)

- Top, Middle, Bottom on every page

Bundle with print and online ads

Assign multiple ads to the same positions

The screenshot displays the QC Varsity Sports website with several advertising spots highlighted. At the top, there is a navigation bar with links for HOME, NEWS, STANDINGS, LOGIN, and REGISTER. Below this is a large banner for Ascentra credit union, featuring the text "Lets Go Places 2.4% APR - Call Today!" and an image of a red car. The main content area is titled "SPORTS NEWS" and is presented by Buffalo Wild Wings. The page features a "HEADLINES" section with four articles: "Pittsburgh Steelers Schedule 2019", "Cincinnati Bengals Schedule 2019", "Cleveland Browns Schedule 2019", and "NFL Running Back Rankings for 2019". Each article includes a "Read More" button. On the right side, there is a vertical advertisement for Buffalo Wild Wings that says "Grab your friends and PICK'EM with us! Mention this Contest - Get 10% off your meal!". Below this is a "FEATURED PLAYER" section with a photo of a player.

Prep pick'em admin

- Easier Schedule uploading
- Edit contests
- Setup teams
- Manage leagues
- Manage campaigns and rounds
- Manage advertising





Questions?

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Thank you!

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