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
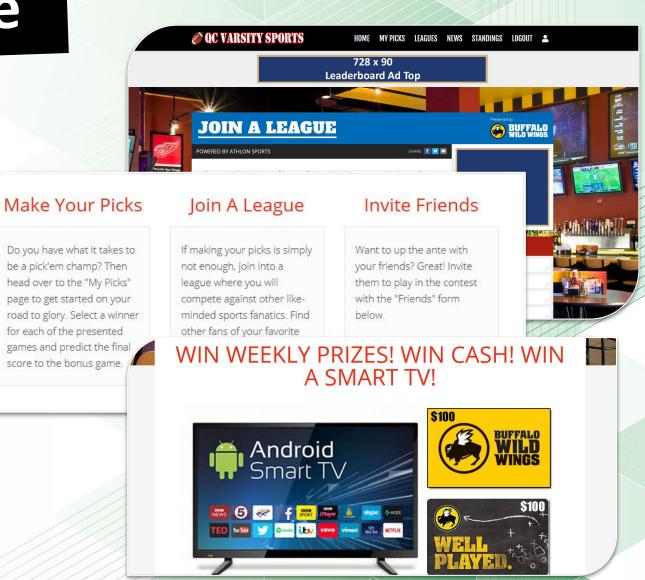
- . . . and much more!

Great for players

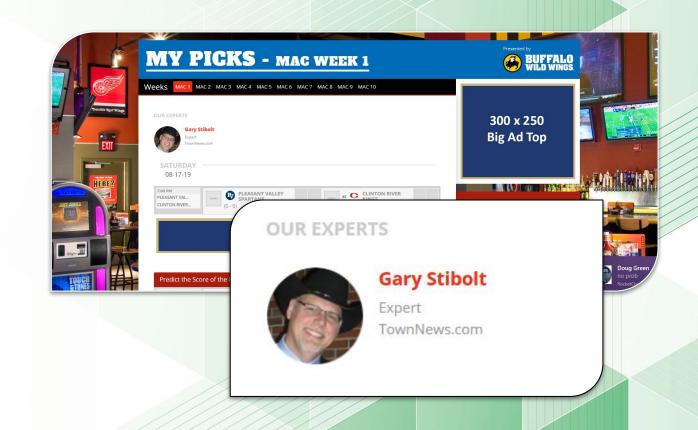Wednesday, June 19th, 2019

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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
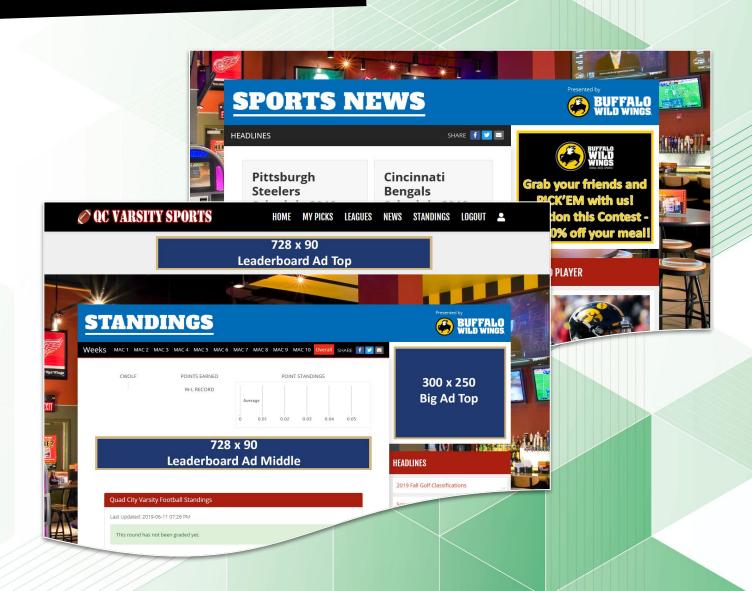 - Round by round
  - Overall

Showcase local experts

- Expert bios

- Multiple contests

- Unlimited experts

- Users can pick the experts

- Feature staff or
community members

Provide detailed stats & news

- By round or overall

- Standings update automatically once the round is graded

- Paged standings

- Local headlines and news

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

Prep pick'em admin

- Easier Schedule uploading

- Edit contests

- Setup teams

- Manage leagues
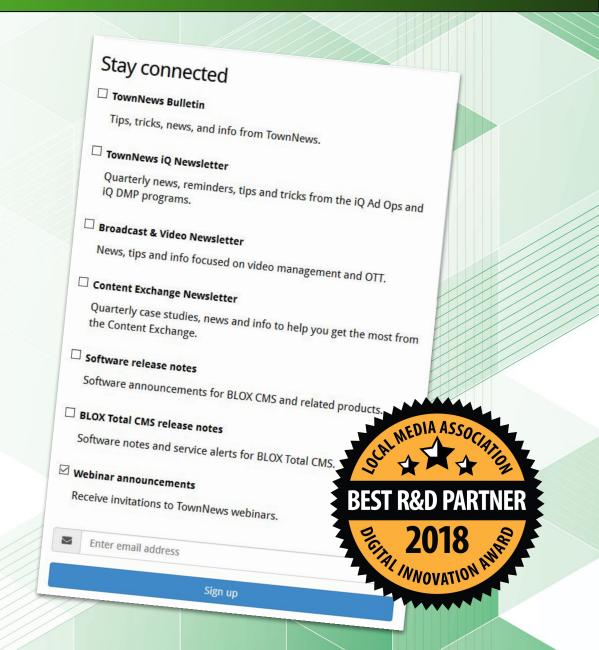
- Manage campaigns and rounds

- Manage advertising

Questions?

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Thank you!

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