

2016-17 **MEDIAKIT**

scoringlive



ONLINE SPECIFICATIONS

GOLD LEADERBOARD

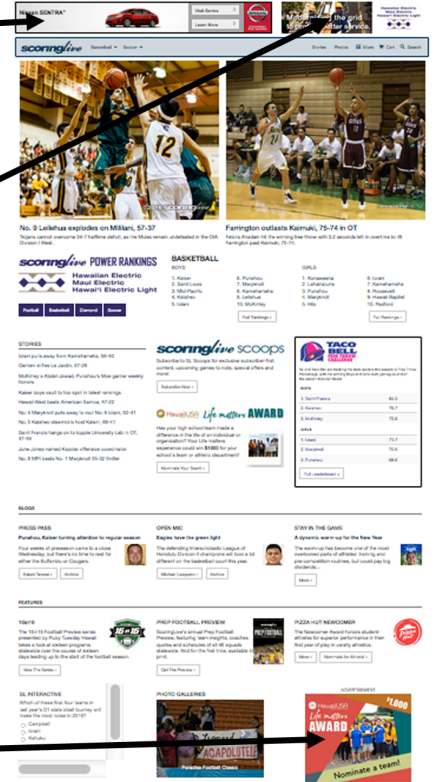
Positioned horizontally below the upper navigational aids on left. Up to four messages in rotation. On resize of browser window below 729px, ad resizes to adapt to browser width. Estimated marquee views: 150,000/mo. SPECS: 728 x 90 pixels @ 72dpi; JPEG, GIF or PNG formats.

SILVER LEADERBOARD

Positioned horizontally to the right of the Gold Leaderboard ad. Up to four messages in rotation. On resize of browser window below 729px, ad moves into content well. Estimated marquee views: 150,000/mo. SPECS: 405 x 90 pixels @ 72dpi; JPEG, GIF or PNG.

SMALL RECTANGLE

Positioned on right side in lower content well. Up to four messages in rotation per slot. On platforms with a width below 729px, small rectangle ads are displayed at the bottom of main content well. Estimated marquee views: 150,000/mo. SPECS: 300x250 pixels @ 72dpi; JPEG, GIF or PNG.



ADVERTISING UNITS

MARQUEE PAGES

Includes website Main index, story-level pages, as well as all other supporting pages that are not sport-specific. URL link through.

Minimum monthly reach: 150k page views
Run of site monthly reach: 200k page views

	per placement	marquee only	run of site
GOLD LEADERBOARD		\$600/month	\$800/month
SILVER LEADERBOARD		\$450/month	\$600/month
SMALL RECTANGLE		\$350/month	\$500/month

SPORT-SPECIFIC PAGES

Includes selected sports' front page, as well as all pages tied to the section: schedules, stats, standings, and player pages. URL link through.

Minimum monthly reach: 10-15k page views
(relative to sport selected)

	per ad placement	Tier 1	Tier 2
GOLD LEADERBOARD		\$200/mo	\$140/mo
SILVER LEADERBOARD		\$120/mo	\$80/mo
SKYSCRAPER		\$100/mo	\$60/mo

Tier 1 Football (+\$100/mo), Basketball, Baseball, Softball
Tier 2 Boys/Girls Soccer, Boys/Girls Volleyball, Girls Water Polo

CONTACTUS

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SCORINGLIVE
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SCORINGLIVE - A BRIEF HISTORY

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

Nearly 700,000 unique visitors logged on to ScoringLive.com in the 2014-15 school year alone, viewing 12 million pages of content.

ScoringLive continues to diversify and innovate our content offerings annually, which include streaming video broadcasts, weekly Power Rankings and All-Hawaii teams in 9 different sports, Distinguished Athlete Awards and more.



KEY STATISTICS

WEBSITE ANALYTICS

Aug 2013 - May 2014

Unique Visitors	684,571
Visits	2,459,484
Pageviews	10,867,406

Aug 2014 - May 2015

Unique Visitors	681,577
Visits	2,655,765
Pageviews	12,029,841

Aug 2015 - May 2016 (estimated)

Unique Visitors	700,000
Visits	3,000,000
Pageviews	14,000,000

Source: Google Analytics

USER DEMOGRAPHICS

GENDER

Male	70%
Female	30%

AGE

<18	17%
18-24	12%
25-34	15%
35-44	21%
45-54	22%
55+	13%

INCOME

\$0-50k	42%
\$50-100k	34%
\$100-150k	14%
\$150k+	10%

Source: Quantcast

CORPORATE SPONSORSHIPS



ScoringLive offers a unique and effective platform for businesses and organizations to align with Hawaii high school sports by utilizing a combination of marketing, advertising and branding initiatives through our Corporate Sponsorship program.

Corporate sponsors can leverage ScoringLive's comprehensive coverage and diverse audience in a myriad of ways, including content branding, event co-sponsorship, themed contests, and more.

Please contact us for more information.