



*scoringlive* 

**MEDIA KIT**  
2018-19

## A BRIEF HISTORY

Founded in 2007, **ScoringLive** has grown from a football stats and scores resource for a select number of schools, to a comprehensive news, features, image, video and statistics platform, providing coverage of a myriad of sports taking place in the state of Hawaii, with a focus on high school athletics.

ScoringLive served over 55 million pages of content to nearly 990,000 visitors during the 2017-18 school year.

## BY THE NUMBERS

Our user base has shown steady growth over the last five years across the board, but we experienced a definite 'growth spurt' in the 2017-18 season, where our pageviews more than tripled over our previous best season, and we set new marks for both total sessions as well as unique visitors.

### AUG 2017 - MAY 2018

Unique visitors	987,355
Sessions	4.1 million
Pageviews	55.4 million

### AUG 2016 - MAY 2017

Unique visitors	960,589
Sessions	3.8 million
Pageviews	16.1 million

### AUG 2015 - MAY 2016

Unique visitors	857,446
Sessions	3.4 million
Pageviews	15.8 million

### AUG 2014 - MAY 2015

Unique visitors	681,577
Sessions	2.6 million
Pageviews	12 million

### AUG 2013 - MAY 2014

Unique visitors	684,571
Sessions	2.4 million
Pageviews	10.8 million

Source: Google Analytics

## USER DEMOGRAPHICS

Demographically, our users show significant diversity across ages, income levels, ethnicities and education level.

### GENDER

Male	69%
Female	31%

### AGE

13-17	14%
18-24	14%
25-34	16%
35-44	21%
45-54	20%
55-64	10%
65+	5%

### HOUSEHOLD INCOME

\$0-50k	40%
\$50-100k	32%
\$100-150k	16%
\$150k+	12%

### ETHNICITY

Caucasian	21%
African American	10%
Asian	48%
Hispanic	16%
Other	5%

### EDUCATION LEVEL

No college	31%
College	50%
Grad school	19%

Source: Quantcast



# ONLINE ADVERTISEMENT SPECIFICATIONS

## GOLD LEADERBOARD

Positioned horizontally below the main site banner and scores ticker. Gold leaderboard advertisements consist of two ad sizes, 728x90px for desktops and an alternate 405x90px for mobile platforms. Up to 5 ads in rotation. Estimated views run of site: 250,000/month

728x90px @72dpi, JPEG, GIF or PNG (primary)  
405x90px @72dpi, JPEG, GIF or PNG (alternate)

## SILVER LEADERBOARD

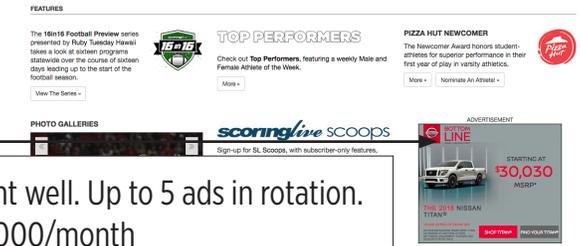
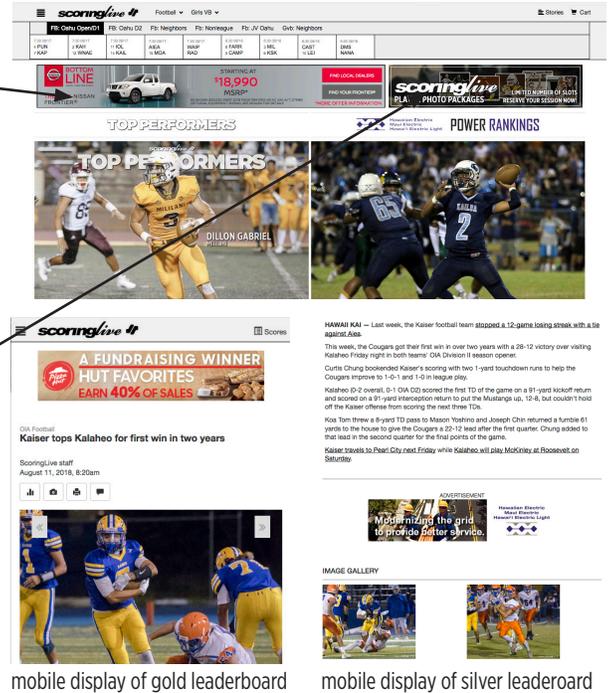
Positioned horizontally below the main site banner and scores ticker. On mobile platforms, ad displays near middle of main content area. Up to 5 ads in rotation. Estimated views run of site: 250,000/month

405x90px @72dpi, JPEG, GIF or PNG

## SMALL RECTANGLE

Positioned on right side of content well. Up to 5 ads in rotation. Estimated views run of site: 250,000/month

300x250px @72dpi, JPEG, GIF or PNG



# STANDARD AD PRICING

## PLACEMENT TYPES

**Run of site** - ad runs as one of five in rotation on ALL site pages

**Marquee** - ad runs as one of five in rotation on main index, story-level pages and supporting pages that are not sport-specific

**Sport-specific** - ad runs as one of five in rotation on a specified sport

## RUN OF SITE/MARQUEE PRICING

	per placement	marquee	run of site
GOLD LEADERBOARD		\$650/month	\$900/month
SILVER LEADERBOARD		\$500/month	\$700/month
SMALL RECTANGLE		\$380/month	\$450/month

## SPORT-SPECIFIC PRICING

	per placement	Tier 1	Tier 2	Tier 3
GOLD LEADERBOARD		\$350/month	\$250/month	\$150/month
SILVER LEADERBOARD		\$250/month	\$150/month	\$100/month
SMALL RECTANGLE		\$170/month	\$120/month	\$80/month

Tier 1: Football; Tier 2: Basketball, Baseball, Softball; Tier 3: all others

# SPORT-SPECIFIC PRESENTING SPONSORSHIPS

Annual sport-specific presenting sponsorships provide targeted presence of a sport both during the season of play as well as added value during the rest of the school year. Sponsorship includes a 12-month run of a gold leaderboard ad running in rotation on all pages of desired sport, as well as prominent banner on a persistent sport scoreboard that runs on sport index page throughout season of play.



WE MAKE PEOPLE SMILE :)



<p>BBKB</p> <p>Week 3</p> <p><b>11 Iolani</b> (2-0-0)</p> <p><b>14 Kailua</b> (0-2-0)</p> <p>at Kailua</p>	<h3>SPORT-SPECIFIC PRESENTING SPONSORSHIP PRICING</h3> <table border="0"> <tr> <td>FOOTBALL</td> <td>\$4500/year</td> </tr> <tr> <td>BOYS BASKETBALL or BASEBALL</td> <td>\$3000/year</td> </tr> <tr> <td>GIRLS BASKETBALL or SOFTBALL</td> <td>\$2000/year</td> </tr> <tr> <td>BOYS SOCCER or GIRLS VOLLEYBALL</td> <td>\$1200/year</td> </tr> <tr> <td>BOYS VOLLEYBALL or GIRLS WATER POLO</td> <td>\$1000/year</td> </tr> </table>	FOOTBALL	\$4500/year	BOYS BASKETBALL or BASEBALL	\$3000/year	GIRLS BASKETBALL or SOFTBALL	\$2000/year	BOYS SOCCER or GIRLS VOLLEYBALL	\$1200/year	BOYS VOLLEYBALL or GIRLS WATER POLO	\$1000/year	<p><a href="#">See all »</a></p>
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# CORPORATE SPONSORSHIPS

ScoringLive offers a unique and effective platform for businesses and organizations to align with Hawaii high school sports, with a host of marketing, advertising and branding initiatives available for both long-standing content franchises as well as newly conceived ideas, including themed contests/giveaways, specialized content, event/clinic co-sponsorship and more.

For more information on our corporate sponsorship program, please contact Brien Ing at 808-741-3818 or via email at [brien@scoringlive.com](mailto:brien@scoringlive.com).

DEFENSE • SPECIAL TEAMS

## DSTI

SCOREBOARD

through Week 2

1. Castle	28.0
2. Iolani	21.5
Saint Louis	16.5
Aiea	16.5
Kalaheo	12.0

[Full Leaderboard »](#)

**PAST WINNERS**

Iolani (2017)  
 Hahaione (2016)  
 Hahaione (2015)  
 Farrington (2014)

**HawaiiUSA Life matters AWARD**

Has your high school team made a difference in the life of an individual or organization? Your Life matters experience could win \$1000 for your school's team or athletic department!

[Nominate Your Team! »](#)

Presented by

**SPORTS MEDICINE**

Hawaiian Electric  
Maui Electric  
Hawaii's Electric Light

# MARYKNOLL ON SCORINGLIVE

A turnkey solution that provides targeted Maryknoll Spartans athletics content that supporters can be directed to, featuring latest news and game recaps as well as varsity-level schedules, scores, rosters, stats and more.



**Football**

Sep 08  
6:00 pm

at Kailua

	1	2	3	4	T
<b>PAC-5 (1-1-0)</b>	0	0	0	0	0
<b>Kalaheo (1-2-0)</b>	0	0	0	0	0

**Girls Volleyball**

**Kamehameha**

**Maryknoll**

at Maryknoll

15 Final 17

**Morishige, Roosevelt boots PAC-5**  
Mason Morishige kicked a 38-yard field goal to win it for the Rough Riders.

**PAC-5 FOOTBALL**

**SCHEDULE**

Sat Aug 11	@ Roosevelt	L, 17-15
Sat Aug 18	at Kalani	W, 28-8

**LEADERS**

68 Joseph Banique

**Football**

Sep 08  
6:00 pm

at Kailua

	1	2	3	4	T
<b>PAC-5 (1-1-0)</b>	0	0	0	0	0
<b>Kalaheo (1-2-0)</b>	0	0	0	0	0

**Girls Volleyball**

**Kamehameha**

**Maryknoll**

at Maryknoll

**PAC-5 FOOTBALL**

**SCHEDULE**

Sat Aug 11	@ Roosevelt	L, 17-15
Sat Aug 18	at Kalani	W, 28-8
Sat Sep 08	at Kailua	6:00 pm
Sat Sep 15	at Kalaheo	2:00 pm
Sat Sep 22	at Kalaheo	5:00 pm
Sat Sep 29	at Pepee City	6:00 pm
Fri Oct 05	at Kaiser	7:00 pm
Fri Oct 12	at Aiea	5:00 pm

**LEADERS**

**PASSING**

QB	ATT	YDS	TD	INT
10 Joseph Banique	67	89	1	0
12 Maura Benhampton	13	82	0	1

**RUSHING**

RB	YDS	YDS/A	TD	
20 Blake Shearer	25	111	4.4	2
11 Ian Canale	16	89	5.4	0
13 Lathin Bradley	10	68	6.8	1
9 Evan Palmer	11	35	3.2	2

**RECEIVING**

REC	YDS	AVG	TD	
17 Angelo DiCiccio	7	85	12.9	0
10 Blake Shearer	12	0	0	0
8 Evan Palmer	3	40	13.3	1
11 Ian Canale	1	35	35.0	0
11 Maura King	1	14	14.0	0

**ROOSTER**

#	NAME	POS	HT	WT	YR	#	NAME	POS	HT	WT	YR
01	Angelo DiCiccio	WR	6'0	155	10	21	Luisa Kanihira	DB	6'10	180	10
02	Rowan Jaram	QB	6'8	165	10	42	Keon Sakafoa	DE	6'10	180	10
03	Lathin Bradley	LB	5'10	186	11	43	Camryn Holt	LB	5'6	160	10
04	Blayne Huppi	SB	5'8	135	12	44	Chanan Dorris	LB	5'10	170	12
05	Chanan Dorris	DB	6'0	170	12	45	Jaden Williams	DE	5'8	170	10
06	Maura Benhampton	QB	6'1	150	12	52	Scott Darline	LB	5'7	140	11
07	Carson Mizuchi	WR	5'10	160	12	53	Justus Ahoog	LB	5'11	160	11
08	Evan Palmer	RB	5'8	175	12	54	Kaia Tere	DE	5'9	180	10
09	Mauri Carter	WR	5'8	160	10	55	Kelany Paka	OL	5'9	160	10
10	Maura King	WR	5'9	160	10	56	Stone 'Nau' Mokuauia	OL	6'0	270	9
11	Kane Rowland	DB	5'8	140	10	57	Evan McDonald	OL	5'7	170	10
12	Jaden Baker	DB	5'8	140	10	58	Max Tereu-Burne	OL	6'4	210	11
13	Jo Shumaker	K	5'8	160	12	59	Paula Mokuauia	OL	5'11	200	10
14	Mauri Johnson	DB	5'10	150	11	60	Joseph Banique	OL	5'5	210	12
15	Blake Shearer	RB	5'11	165	11	71	Dorian Tanihira	OL	6'0	230	10
16	Luisa Kanihira	DB	5'11	160	10	72	Kaia Tereu-Burne	OL	5'8	200	10
17	Joseph Banique	OL	5'7	150	10	73	Aiden Kanihira	OL	5'7	140	10
18	Hayden Lee	DB	5'7	150	10	74	Thomas Okamoto	OL	5'10	200	12
19	Alan Hain	DB	5'9	150	11	75	Blair Ota	OL	6'0	200	11
20	Blayne Aquilino	DB	5'8	160	12	76	Lathin Bradley	OL	5'9	200	12
21	Rustin Mokuauia	SB	5'7	130	10	81	Mauri Carter	SB	5'6	150	11
22	Ethan Kanihira	DB	5'7	145	11	82	Robert Walker Jr	SB	5'9	140	12
23	Mauri Tereu	DB	5'8	140	11	83	Sam Canale	SB	5'7	140	11
24	Dane Williams	LB	5'5	150	10	84	Jason Luani	SB	5'5	150	10
25	Ryan Watanabe	DB	5'8	140	10	85	Diamond Mokuauia	WR	5'8	137	12
26	Ryan Watanabe	DB	5'8	135	10	86	Brandon Paka	DB	5'5	115	10
27	Rowan Jaram	DB	5'7	135	10						

**GIRLS VOLLEYBALL**

**SCHEDULE**

Fri Aug 31	@ Kalani	6:00 pm
Fri Sep 05	@ Kamehameha	6:00 pm
Fri Sep 12	@ Kalani	6:00 pm

**LEADERS**

10 Elyseanna Pina 21  
Block assist 12 Nakira Nana Mfomo 6  
Aces 1 Alan Chan 8

Scoreboard header banner

Gold leaderboard - 728x90px

Silver leaderboard - 405x90px

Small rectangle  
300x250px

Gold leaderboard - 5 ad slots in rotation  
Silver leaderboard - 5 ad slots in rotation  
Small rectangle - 5 ad slots in rotation

Add-on services include managed sports-related content creation, as well as sports results ingest for intermediate, JV or intramural level sports. Pricing is based on scale of athletic program as well as evaluation of content needs.