



SHORE HOCKEY REPORT AD RATES & SPECS

Audience Demographics: The Shore Hockey Report covers boys and girls hockey from Middle school, to high school to junior hockey and college age players. The content not only viewed and shared by the players, but is consumed and circulated by their parents, relatives and the proud communities in which they reside.

Metrics: Our content did upward of a half million individual views (story and video views combined) between Nov. 1 and Feb. 28 of the 2016-17 Shore Conference Hockey Season...With coverage to be expanded beyond the high school game to a 12-month format, the Shore Hockey Report expects to surpass 1 million combined views this year. (SEE MORE BELOW)

Coverage Focus By Month

September - October (Junior/Youth Hockey Focus)

November - February (High School Hockey Focus)

March - (High School Hockey Seasonal Awards Focus)

April - May (Drills & Training Focus)

June - August (Junior Draft Coverage/Showcases)

Top Banner Ad (Above Fold)

Shape: Rectangular Ad (728x100 pixels)

Location: Sits in a prime location atop each web page to the right of the Shore Hockey Report logo.

Features: A personalized ad for your business or organization that links back to your website, team page or event page.

Pricing: \$200/month - \$185/month (3 months) - \$170/month (6 months) - \$150/month (year)

Side Bar Ad (Below Fold)

Shape: Square Ad (300x300 pixels)

Location: Right the side bar

Features: A personalized ad for your business or organization that links back to your website, team page or event page.

Pricing: \$150/month - \$140/month (3 months) - \$130/month (6 months) - \$120/month (year)

Digital Contest/Discount Placement

Features: Interested in launching a giveaway contest or discount deal on our site and social media platforms? We can work with you on that.

Pricing (Varies): Ask for pricing

Hockey Team Sponsorships

There are 27 Boys hockey programs with 35 different high schools represented in the Shore Conference, not to mention nine major junior and youth teams located in our immediate coverage area. Sponsoring a local school team is a great way to guarantee in depth coverage of your favorite players and clubs, while receiving prime ad placement for your organization in digital and video content delivered straight to your community.

Features: Ad placement at beginning of highlight videos, link to your page in digital content.

Pricing: \$250/season (High School: Nov-Feb)

Weekly HS Feature: End to End With...

Each week (13 weeks) the Shore Hockey Report will showcase a top high school player from the area in our End to End With... video feature, in which Chris Rotolo will go the length of the ice with a local skater for an in depth look at the person behind the competitor.

Features: As the primary sponsor of this feature, your business will be prominently displayed at the Shore Hockey Report website each week in this video content, and a link to your page will be placed inside the video's introductory story.

Pricing: \$500/season (13 weeks/13 videos/13 stories)

Feature: High School Player of the Week

After each week of the high school season (there are 13 weeks), the Shore Hockey Report will recognize the most outstanding varsity player with a feature story and highlight video. Included in the story will also be the People's Choice for Player of the week (a highlighted player selected by the readers via fan voting), as well as a series of skaters recognized as Stars of the Week.

Features: The primary sponsor of this featured story and video, will have their business prominently showcased at the Shore Hockey Report website on a weekly basis, and not only in the story and coinciding video, but also in the weekly fan voting poll (which has received upward of 30,000 votes/page views in a single voting cycle).

Pricing: \$1000/season (13 weeks/13 stories/13 videos/13 voting polls all presented by you)

Social Media Promotional Placement

Features: Personalized targeted ad campaign for your business, team, event or showcase.

Option A: Daily placement on our various social media platforms, including Facebook, Instagram and Twitter.

Option B: Targeted marketing on these platforms.

Pricing (varies): Ask for Pricing

CONTACT US AT: ShoreHockeyReport@gmail.com