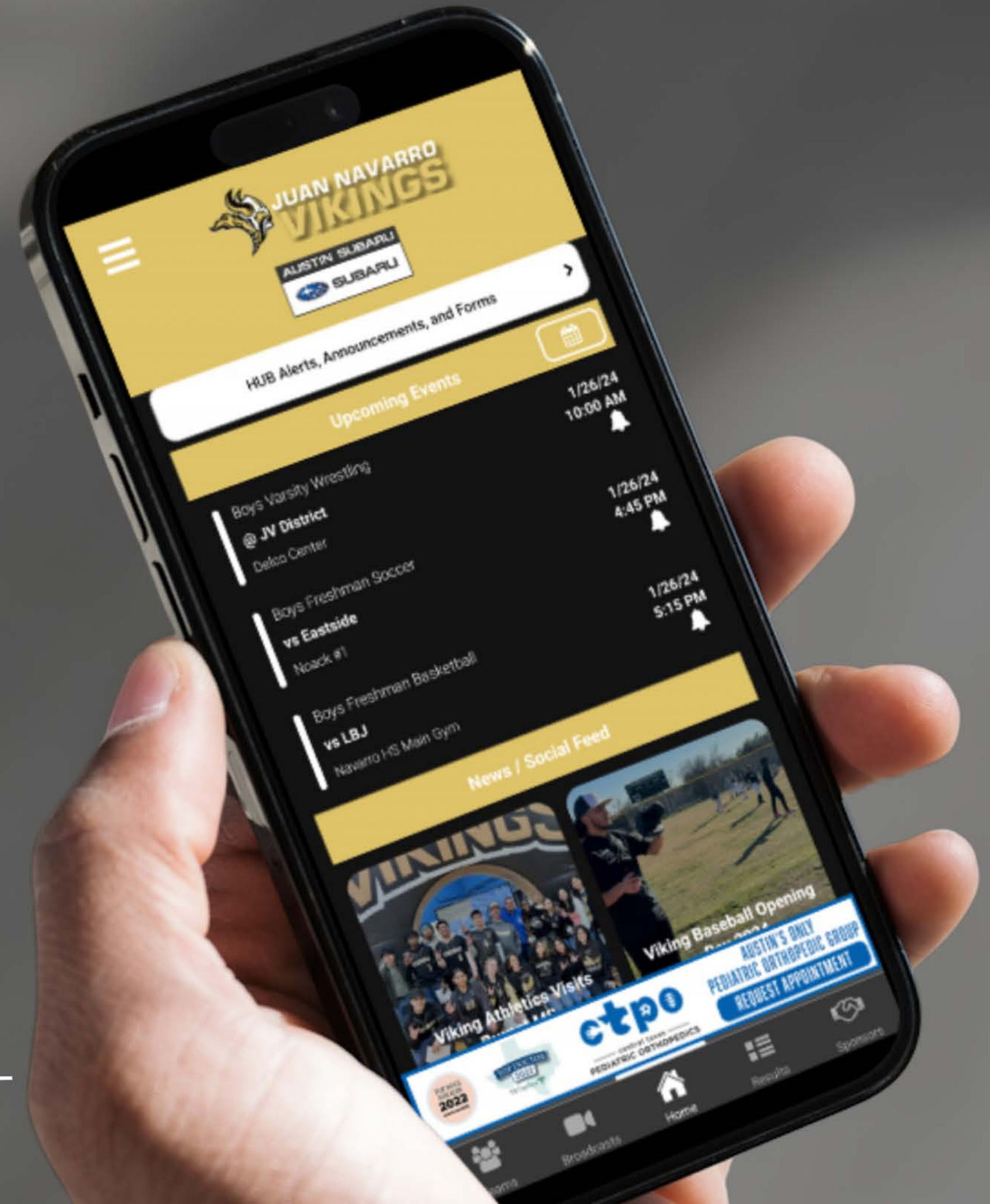


# 2024 - 2025 Media Kit



---

# Our History



## 1990s

We set out in the 90s to create print products that let the community know about their local high school sports teams while giving local businesses exposure.

## 2016

In 2016, our schools told us that they needed an easier way to help keep their community informed because print alone wasn't cutting it.

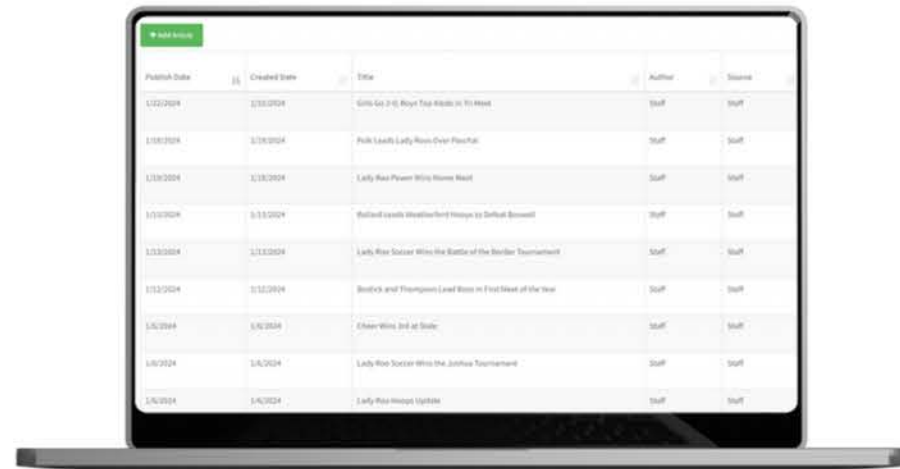
In response, we created a digital platform that helps schools put everything about their athletics department in one place while looking sleek & professional. We added digital ad inventory to help offset their cost and generate additional revenue.

**We've always been shaped by the evolving needs of our partners.**



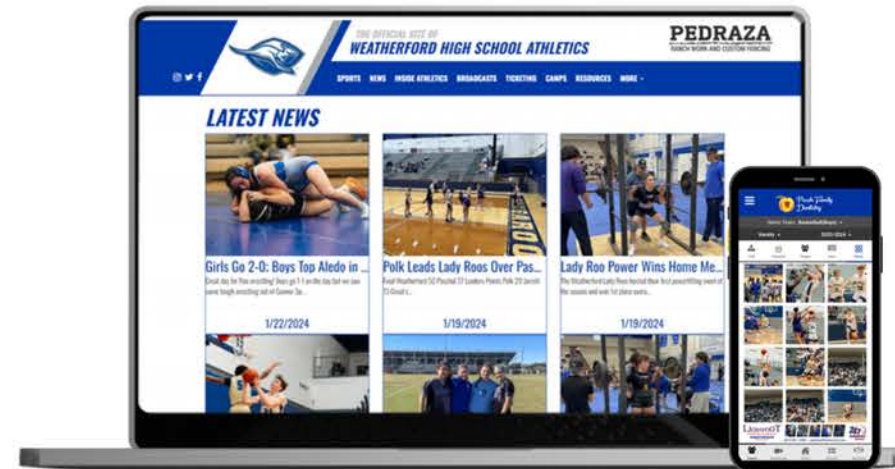
# The Digital Platform

## Schools Create & Post Exclusive Content



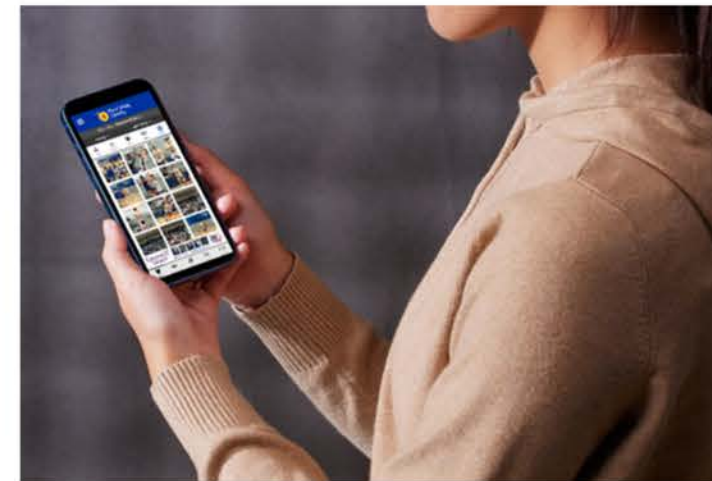
School officials manage their content and communication through our proprietary Content Management System.

## Content is Published to Their Local Platform



That content is then pushed to their app & website and can also be shared to all major social media accounts for additional distribution across their local communities.

## Users Gain Instant Access



Passionate fans, students, parents, and alumni gain instant access to schedules, scores, push notifications, broadcasts, and more for their favorite schools.

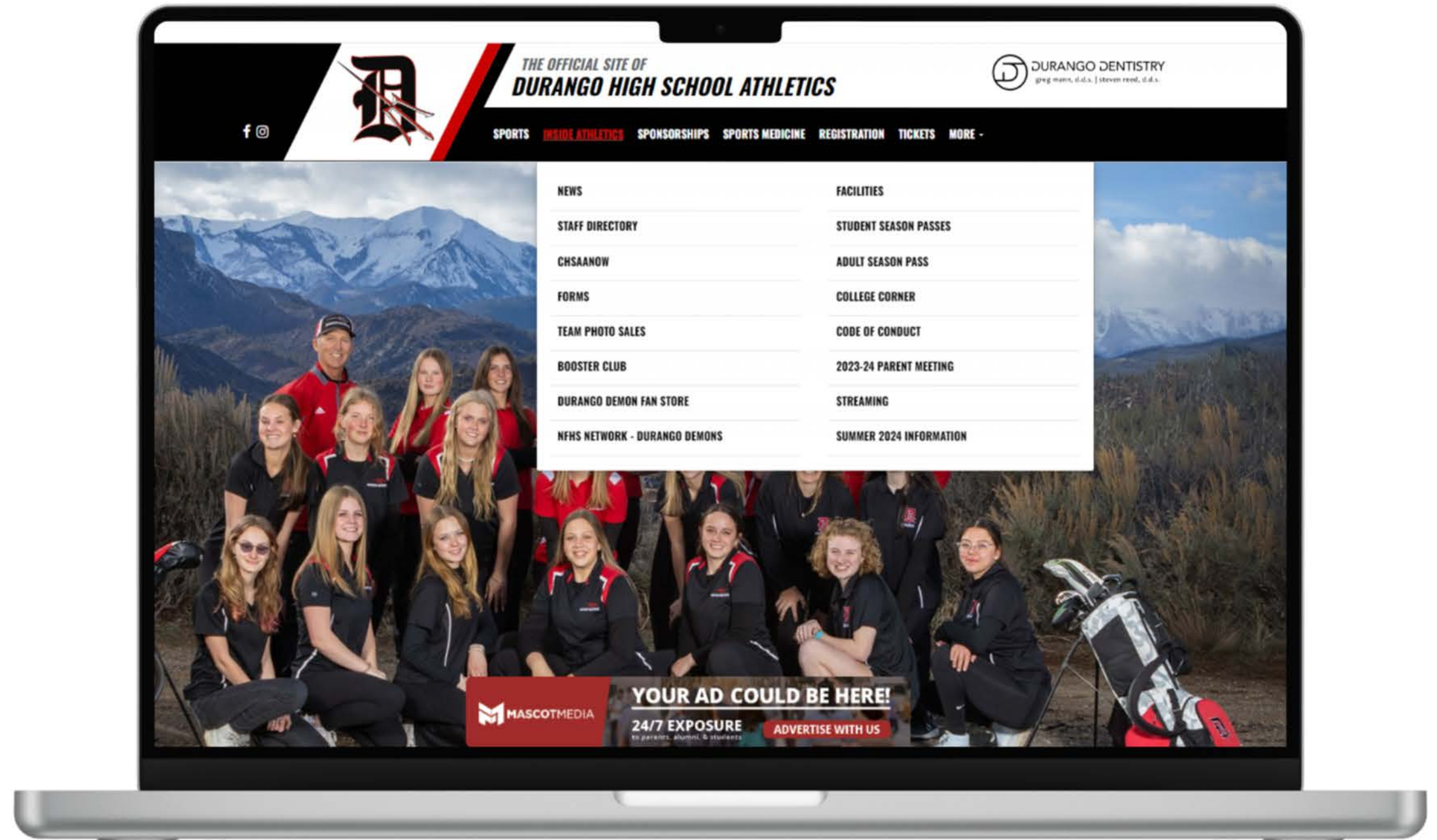
## Fans Engage with Advertisers



Users interact with advertisers on our platform, creating unique engagement opportunities for brands while creating goodwill and strengthening relationships within the community.

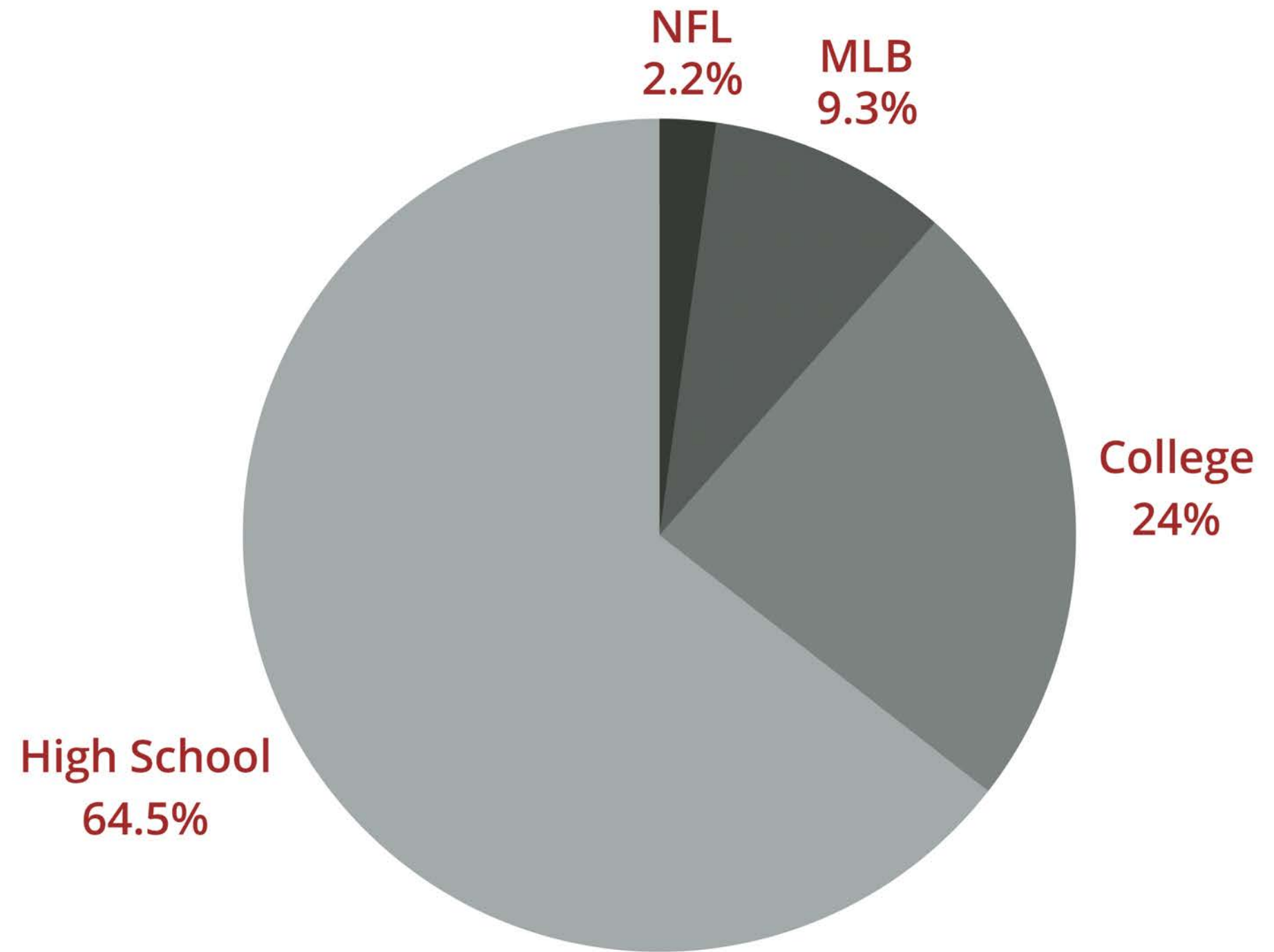
**Schools manage their own content! We're enabling schools to use technology to build community.**

# The App & Website



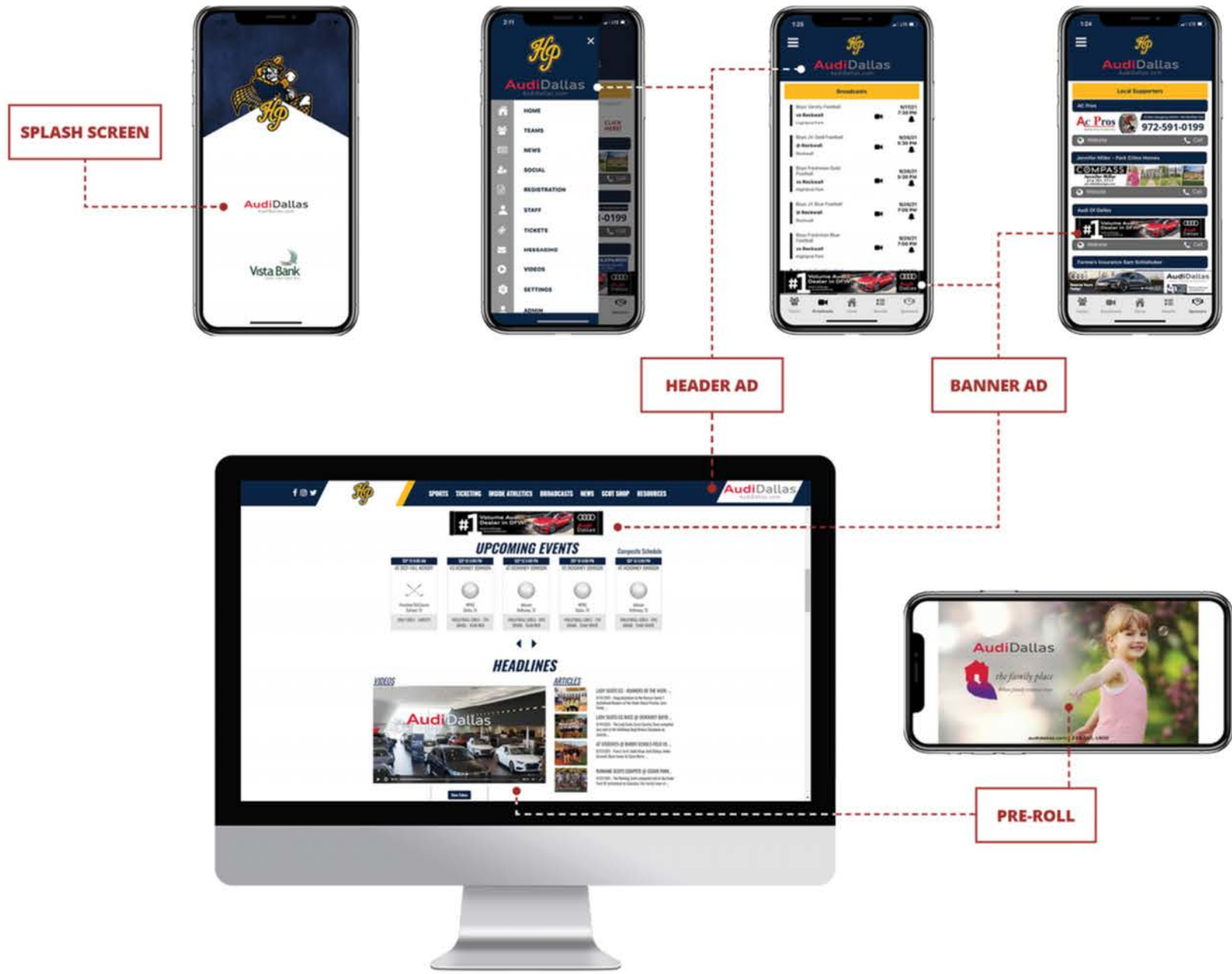
# Reach the biggest market in the sports industry.

Over 510 million people attend high school sporting events every year.



NFL	MLB	College	High School
17.3 M	73.7 M	190 M	510 M

# Standard Ad Units



Unit	Location	Dimensions	Format	Additional Specs
Splash Screen	Prominently displayed on app launch	300x75	.PNG	transparent, non-animated, flat graphic (logo only)
Header Ad	Top of every app and web page, menu of app	300x75	.PNG	transparent, non-animated, flat graphic (logo only)
Banner Ad	Above the fold of every app & web page, rotates every 5 seconds	640x100	.PNG	non-animated, flat graphic

# Impact Ads

THE OFFICIAL SITE OF  
**GULFPORT HIGH SCHOOL ATHLETICS**

COASTAL Realty Group  
*Leading You Home*  
Timothy Switzer

SPORTS BROADCASTS NEWS ATHLETICS SOCIAL MEDIA

Admirals Sports Network

Presented by: **SONIC**

*New*  
**DIRTY DRINKS**  
*Limited Time Only*

Upcoming Broadcasts:

THIS IS HOW YOU SONIC.

Come see us after the game for BOGO Sonic Cheeseburgers!

**GET OFFER**

Unit	Location	Dimensions	Format	Additional Specs
Pre-Roll	Before & during broadcasts, before archived videos	1920x1080	.MP4 or .MOV	10-15 seconds
Push Ads	Beneath school message in push notification		URL	transparent, non-animated, flat graphic (logo only)
Broadcast Takeover	On school broadcast page	various	various	Broadcast page takeover with your branding and message

*New*  
**DIRTY DRINKS**  
*Limited Time Only*

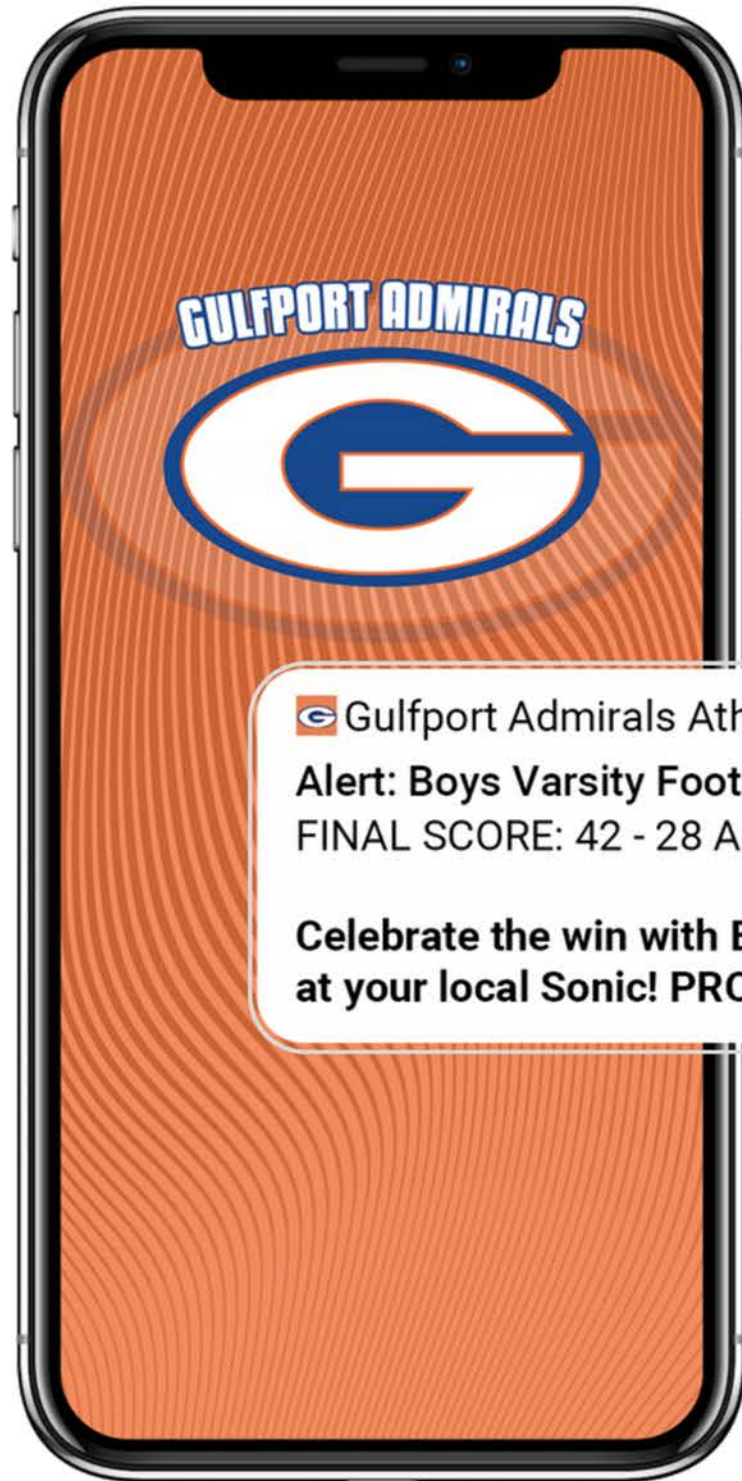
Gulfport Admirals Athletics now

**Alert: Boys Varsity Football**  
FINAL SCORE: 42 - 28 Admirals take home the win!

**Celebrate the win with BOGO SuperSonic Cheeseburgers at your local Sonic! PROMO CODE: BOGOADMIRALS**

---

# Push Ads



Capture attention of passionate fans before, during, and after every game and broadcast.

Set yourself apart from the competition with exclusive promotional opportunities that reach your audience at the right time.



# Broadcast Takeover

The screenshot shows the website for Gulfport High School Athletics. The header includes the school's logo, the text "THE OFFICIAL SITE OF GULFPORT HIGH SCHOOL ATHLETICS", and the Coastal Realty Group logo. A navigation bar contains links for "SPORTS", "BROADCASTS", "NEWS", "ATHLETICS", and "SOCIAL MEDIA". A left sidebar lists categories: "ATHLETICS" (with sub-links for SCHEDULES, BROADCASTS, SOCIAL MEDIA, ROSTERS, COACHES AND STAFF), "STUDENTS/PARENTS" (with sub-links for FORMS, CAMP INFORMATION), and "RESOURCES". The main content area features a blue banner for "Admirals Sports Network" presented by Sonic. Below the banner is a football game image. To the right, an "Upcoming Broadcasts" section is empty. Below that is a Sonic promotion: "THIS IS HOW YOU SONIC." with an image of a burger and fries, and a call to action: "Come see us after the game for BOGO Sonic Cheeseburgers!" with a "GET OFFER" button.

Come see us after the game for BOGO Sonic Cheeseburgers!

GET OFFER

Come see us after the game for BOGO Sonic Cheeseburgers!

GET OFFER