2018-2019
Media Kit

FloridaHSFootball.com

Valid until June 30, 2019

MISSION

WE SEEK TO BE THE CATEGORY LEADER IN HIGH SCHOOL FOOTBALL IN THE STATE OF FLORIDA THROUGH OUR MEDIA, MARKETING, AND SPECIAL EVENT EFFORTS.

ABOUT FLORIDAHSFOOTBALL.COM

Established in 2010, FloridaHSFootball.com has grown to become the largest, most popular, and the most respected authority for high school football coverage in both tackle and girls flag football in Florida with a popular social media presence on Twitter, Facebook and Instagram.

FloridaHSFootball.com has established and maintained relationships with schools, coaches and local media outlets to provide exposure of high school football year-round. Currently we have established media partnerships with Varsity Sports Network, an affiliate of the NFHS Network, and USA TODAY High School Sports on the USA TODAY Network while maintaining full year-round media credentials with the Florida High School Athletic Association (FHSAA).

STRONG RELATIONSHIPS

We take pride in developing and maintaining strong relationships with various partners and sponsors with each filling a critical role to our success as multi-platform brand across the digital spectrum. Here are some of the partners and sponsors that have FloridaHSFootball.com a success year-round.

Varsity Sports Network / NFHS Network

NFHS Network affiliate Varsity Sports Network provides the ability to produce original content through "live" and "on-demand" streaming capabilities including the FloridaHSFootball.com Gridiron Report, FloridaHSFootball.com Scoreboard Show and live broadcasts of high school football and flag games across the state.

ScoreStream

Since 2014, ScoreStream has been the "Official Scoreboard Partner" of FloridaHSFootball.com. ScoreStream through their innovative platform powers 'live' scoreboards on FloridaHSFootball.com and allows fans to help 'score' games live through their innovative mobile app available for iOS and Android devices.

Florida Athletic Coaches Association

A proud partner of FloridaHSFootball.com, the Florida Athletic Coaches Association (FACA) has been the official coaches association in Florida since 1936. FloridaHSFootball.com is proud to attend FACA Coaching build stronger relationships with high school coaches while streaming FACA All-Star games on Varsity Sports Network for viewers across the state.

Florida High School 7v7 Association

FloridaHSFootball.com has been an official media partner in the Florida High School 7v7 Association (FHS7v7A) since it was established in 2015. The FHS7v7A provides high school football programs an FHSAA compliant way of 'offseason' drills for skill players and lineman through competition and tournaments. We will be broadcasting the entire FHS7v7A tournament schedule in June 2018 on Varsity Sports Network.

Others We Currently Work With

OUR TARGET PROFILE

OUR MARKET & PEOPLE

Florida is the third largest state according to the latest statistical information from the United States Census Bureau.

Home of diverse cultures, cities and towns with strong ties to high school sports, the state of Florida is a market that is always there for advertisers and sponsors from national and regional companies to locally owned businesses

With our coverage of high school sports, particularly high school football and girls flag football, fans come from all economic, social and culture backgrounds.

That means while we have a selective focus of the sports that are covered, our audience is diverse meaning your advertising message will have an impact at all levels.

From student-athletes, teachers & school administrators to parents, grandparents & extended family, high school sports is one of the best platforms to reach people in all parts of Florida, not just a select few. These are the people we love!

THE NUMBERS

- *20,000,000+ residents call Florida home*

- *700+ high schools or combination schools are members of the Florida High School Athletic Association (FHSAA), the official governing body for interscholastic athletics in Florida.*

- *830,000+ student-athletes participated in high school athletics in the 2016-17 school year.*

- *50,000+ student-athletes participated in Football or Flag Football in the 2016-17 school year.*

- *Florida is the fastest growing state for new high school football teams, according to USA TODAY.*

OUR POTENTIAL REACH?
7,000,000+

Sources: *FHSAA; United States Census Bureau*

WEBSITE DEMOGRAPHICS

70.3% FLORIDA VIEWERSHIP
30.7% OTHER STATES

Average Monthly Uniques & Page Views
- 70K – 100K Unique Visitors (20K – 30K Off Season/Flag Football Season)
- 260K+ Page Views (60k Off Season)

Viewership by Gender
- Male – 82%
- Female – 18%

Viewership by Age Group
- 35-44 – 25%
- 45-54 – 22%
- Under 18 – 17%
- 25-34 – 14%
- 55-64 – 9%
- 18-24 – 8%
- 65+ – 5%

Viewership with Children in Household
- Has Kids – 70%
- No Kids – 30%

Viewership by Household Income
- $0-50k – 39%
- $50-100k – 36%
- $100-150k – 15%
- $150K+ – 10%

Viewership by Education Level
- College – 50%
- No College – 26%
- Grad School – 24%

Top 10 viewership areas by Florida DMAS
1. Orlando-Daytona Beach-Melbourne – 17.17%
2. Tampa-St. Petersburg – 14.65%
3. Miami-Fort Lauderdale – 12.68%
4. Jacksonville – 7.40%
5. West Palm Beach-Fort Pierce – 5.59%
6. Tallahassee-Thomasville – 4.48%
7. Mobile-Pensacola-Fort Walton Beach – 3.85%
8. Gainesville – 3.03%
9. Panama City – 2.92%
10. Cape Coral-Fort Myers-Naples – 2.50%

Note: *Atlanta registers a 3.72% viewership rating.*

Source: *Quantcast, February 2018*

SOCIAL MEDIA

FloridaHSFootball.com is pleased to maintain a social media presence on three of the largest social media platforms in use today: Twitter, Facebook & Instagram.

74% of our followers & 81% of our organic audience is from Florida!

With our social media presence we are able to further extend the value of the dollars spent by an advertiser or sponsor. This value allows us to reach consumers beyond just our following and reach those customers and clients you truly want to get your message in front of. For more information directly on advertising with us through social media, please see our social media advertising page.

SOCIAL MEDIA SNAPSHOT

@FlaHSFootball | 40,000+ followers
Verified Twitter account

@FloridaHSFootball | 5,500+ fans
Verified Facebook Business page

@FloridaHSFootball | 900+ fans

WEBSITE ADVERTISING

**For specifications see advertising specifications page*

FloridaHSFootball.com is the hub of all of our digital platforms. Hosting the majority of the content that is referenced on social media, podcast, and newsletter, the website is often the center of attention. Marketing efforts on FloridaHSFootball.com can be as targeted as sponsoring a single story or it can be packaged with different options across the entire site. All advertising spaces run sitewide except on regional, rankings and show pages and related articles & content to those pages.

PREMIUM SITEWIDE ADVERTISING

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
TOP LEADERBOARD 728PX x 90PX* 5 SPOTS ABOVE THE FOLD	$450	$475	$500
BACKGROUND AD 1920PX x 1080 PX* MIN. HEIGHT OF 800 PX 1 SPOT – ALL PAGES	N/A	N/A	$750
FEAT. SPONSORS AD 300PX x 250 PX* HOME PAGE ONLY ABOVE THE FOLD	For major national & regional sponsors and partners. Banner ad will rotate every 15 seconds.		

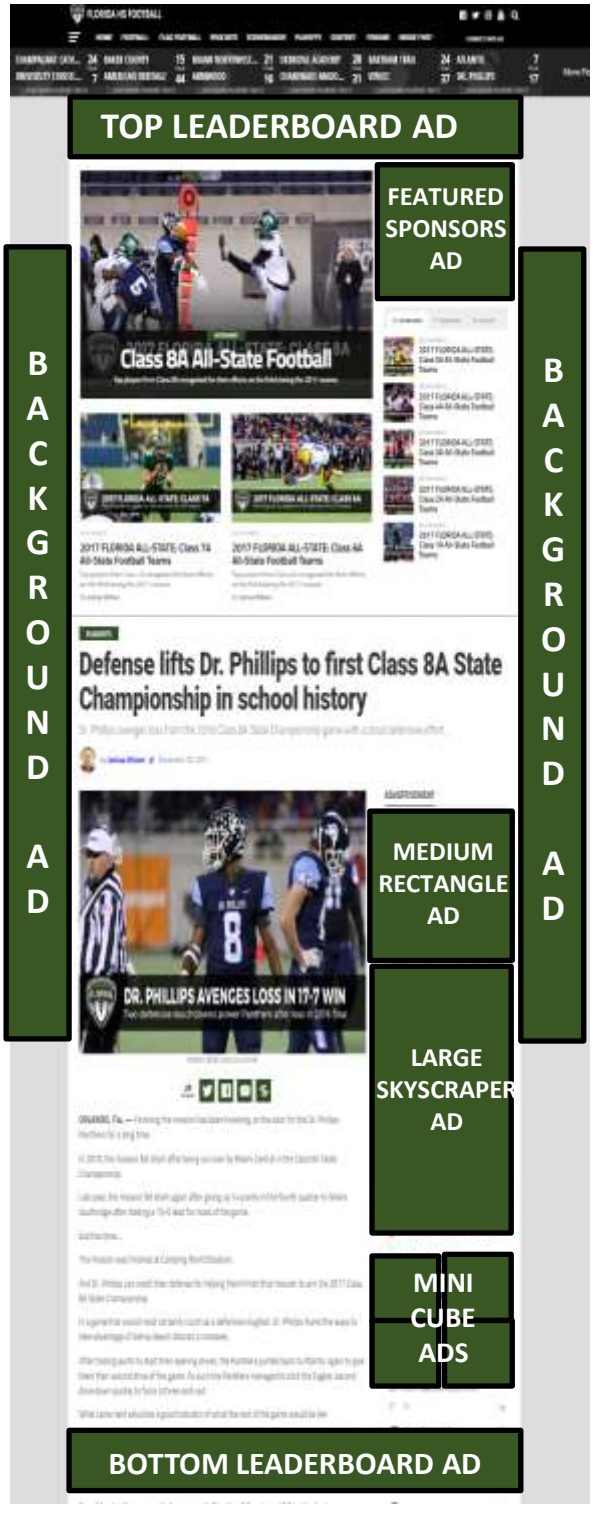
STANDARD SITEWIDE ADVERTISING

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
MEDIUM RECTANGLE 300PX x 250PX* 5 SPOTS ABOVE THE FOLD	$225	$250	$275
LARGE SKYSCRAPER 300PX x 600PX* 5 SPOTS BELOW THE FOLD	$200	$225	$250
BOTTOM LEADERBOARD 728PX x 90PX* 5 SPOTS BELOW THE FOLD	$175	$200	$225

COMMUNITY BUSINESS ADVERTISING

This ad placement is designed for small and community businesses that have small advertising budgets.

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
MINI CUBE 125PX x 125PX* 8 POSITIONS | 32 SPOTS BELOW THE FOLD	$40	$50	N/A



SOCIAL MEDIA ADVERITSING

**For specifications see advertising specifications page*

Did you know your business or company can be promoted directly on our Twitter, Facebook, and Instagram platforms? As a strong user of social media platforms, we can directly promote your business or company on Twitter, Facebook and Instagram, reaching thousands across Florida and beyond while maximizing your message. Better yet, social media advertising is included in all bundled packages offered (see bundled package pages in this kit for more details).

TWITTER ADVERTISING

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
THE FIVE PACKAGE 5 CUSTOM TWEETS* UP TO 280 CHARACTERS 1 IMAGE OR VIDEO	$100	$125	$150
THE TEN PACKAGE 10 CUSTOM TWEETS* UP TO 280 CHARACTERS 1 IMAGE OR VIDEO	$125	$175	$200
MUST INCLUDE #AD OR #SPONSORED HASHTAG IN EACH CUSTOM TWEET			

FACEBOOK ADVERTISING

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
THE TWO PACKAGE 2 CUSTOM POSTS* 1 IMAGE OR VIDEO	$50	$75	$100
THE FOUR PACKAGE 4 CUSTOM POSTS* 1 IMAGE OR VIDEO	$100	$125	$150
MUST HAVE A FACEBOOK BUSINESS PAGE TO LINK TO PAID SPONSORED SPOT, PER FACEBOOK RULES			

INSTAGRAM ADVERTISING

RATE PER MONTH	TWELVE MONTHS	THREE MONTHS	ONE MONTH
THE TWO PACKAGE 2 CUSTOM POSTS* 1 IMAGE OR VIDEO	$50	$75	$100
THE FOUR PACKAGE 4 CUSTOM POSTS* 1 IMAGE OR VIDEO	$100	$125	$150
MUST HAVE AN INSTAGRAM ACCOUNT FOR FLORIDAHSFOOTBALL.COM TO TAG YOUR BUSINESS OR COMPANY IN			

Twitter

Facebook

Instagram

REGIONAL ADVERTISING

**For specifications see advertising specifications page*

With Florida being such a large state geographically, no two areas are the same when it comes to the coverage of teams, the players and the coaches. As such we have launched dedicated regional pages where fans can find the latest information regarding the teams they care most about. Regional advertising sponsorships include regional home page and associated content involving that region and interconnected links to stories involving football & flag football in those regions.

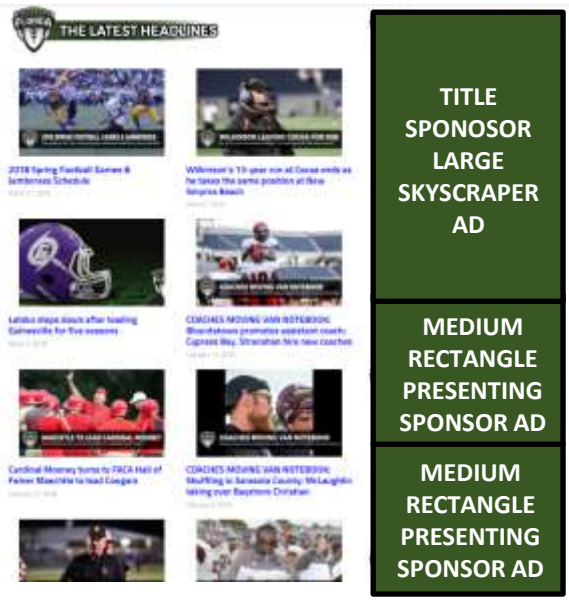
REGIONAL TITLE SPONSOR

SPONSORSHIP FEATURES	RATE PER YEAR
TOP LEADERBOARD 728PX x 90PX* APPEARS ONLY ON REGIONAL HOME PAGE	$10,000
LARGE SKYSCRAPER AD 300PX x 600 PX* APPEARS ON ALL REGIONAL CONNECTED CONTENT PAGES	
30-SECOND AD SPOT	

REGIONAL PRESENTING SPONSOR

SPONSORSHIP FEATURES	RATE PER YEAR
MEDIUM RECTANGLE AD 300PX x 250PX* APPEARS ON ALL REGIONAL CONNECTED CONTENT PAGES	$2,500

REGIONAL MAP



Most regions consist of 30 to 50 schools providing optimal coverage of teams in all corners of Florida!

RANKINGS SPONSORSHIP

**For specifications see advertising specifications page*

Rankings are the one thing that gets fans talking each and every week during the season no matter if it is tackle football or flag football. Rankings provide fans and media outlets around the state a way of knowing who the best teams are in the Sunshine State. As a rankings sponsor your brand will be front and center on all polls released by FloridaHSFootball.com as well as press releases to select media outlets across the state.

RANKINGS TITLE SPONSOR

SPONSORSHIP FEATURES	RATE PER YEAR
TOP LEADERBOARD 728PX x 90PX* APPEARS ONLY ON REGIONAL HOME PAGE	$7,500
LARGE SKYSCRAPER AD 300PX x 600 PX* APPEARS ON ALL REGIONAL CONNECTED CONTENT PAGES	
30-SECOND AD SPOT PLUS MINI AD ON TOP 25 SCOREBOARD	

RANKINGS BREAKDOWN

Rankings for Tackle Football (Fall)
13 total polls (8 classification polls + Top 25)
- Preseason Rankings (*early August*)
- Weekly Rankings (late Aug-early Nov)
- Final Rankings (after championships mid-Dec)

Rankings for Flag Football (Spring)
10 total polls (2 classification polls + Top 25)
- Preseason Rankings (late February)
- Weekly Rankings (March-April)
- Final Rankings (after championships mid-May)

Plus
- Joe Pinkos' Computer Rankings & Game Forecasts in Tackle Football (Fall) & Flag Football (Spring)
- Related state polls and compilation polls for coverage from other sources

Rankings are a huge part of high school sports. Fans turn to rankings to know who the best of the best is in Florida!

LINEAR, NON-LINEAR, DIGTIAL & RADIO

By combining our traditional TV distribution with our OTT channels and mobile APP access through Varsity Sports Network & NFHS Network, The FloridaHSFootball.com Scoreboard Show and The FloridaHSFootball.com Gridiron Report, among other programs can reach millions through mass media broadcasting and highly focused narrowcasting across Florida. Also, through simulcasting with local radio stations across Florida already programming high school sports, we reach everyone in the Florida on all three platforms.

PLATFORMS

Varsity Sports Network

- Digital Programing/Cable Network
- OTT Internet Channel
- HQ in Tallahassee

Television Coverage

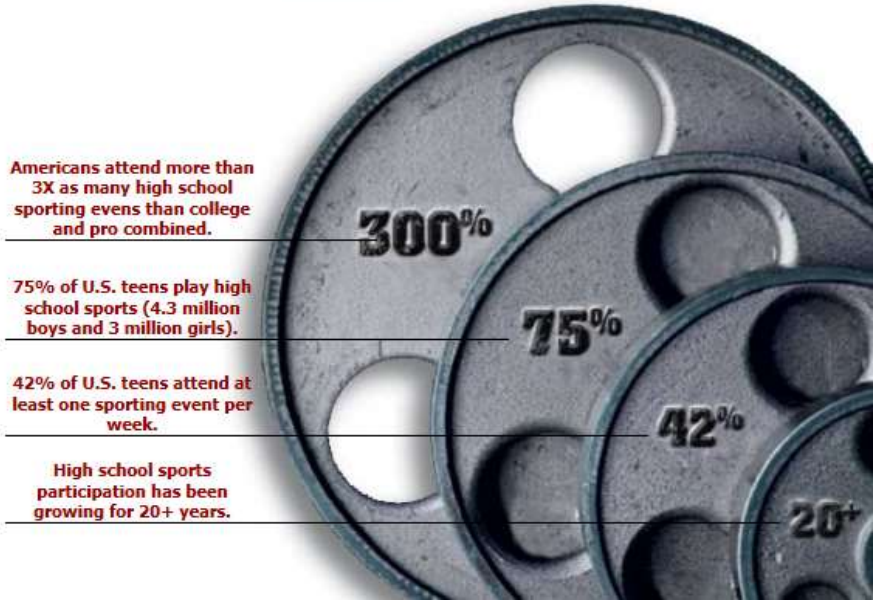
- Digital Programing/Cable Network
- Varsity Sports Network on Local Access Channels via Digital Channels in Tampa Bay, Pensacola, West Palm Beach, Fort Myers and Tallahassee
- Planned expansion across the state

Radio Coverage

- On-Air Programing available for distribution through internet and satellite
- 40+ radio stations broadcasting high school sporting events

Internet Coverage

- NFHS Network
- Distribution to mobile devices including smartphones and tablets
- Distribution to traditional devices including PCs and Laptops.
- Podcast distribution and show replays through top services including iTunes and Google Play.



GRIDIRON REPORT SHOW

**For specifications see advertising specifications page*

Football is a year-round sport in the Sunshine State no matter if it is tackle football or flag football... there is something going on for everyone! Every week the FloridaHSFootball.com Gridiron Report brings you the latest news and information from around the Sunshine State plus interviews from the coaches, athletes and media that are making the headlines all across the Sunshine State. There is no other show like this that dedicates to both the happenings of tackle football and flag football in Florida!

SEGEMENT SPONSOR

SPONSORSHIP FEATURES	RATE PER YEAR
4 - :30 SECOND ADS* FOUR TOTAL ADS WILL BE PLAYED DURING THE SHOW	$10,000
LOGO DISPLAYED LOGO DISPLAYED ON INTRO LOGO DISPLAYED DURING SHOW	
SOCIAL MEDIA PROMOTION 2 FACEBOOK PROMOS; 2 TWITTER PROMOS; 1 INSTAGRAM PROMO PER WEEK DURING THEY YEAR	
LIVE READ ONE LIVE READ PER WEEK DURING THE SHOW	SIX (6) TOTAL SPONSORS
MEDIUM RECTANGLE AD* ONE 300PX x 250PX BANNER AD ON GRIDIRON REPORT SHOW PAGE & RELATED PAGES	

FORMAT OF GRIDIRON REPORT SHOW

- Two-hour program featuring six (6) segments of news, highlights, interviews and commentary on high school tackle football and girls flag football.

- Air's on Wednesday's on Varsity Sports Network LIVE each and every week through out the year.

- 40+ shows scheduled to air each and every school year.

- Some shows will include special features.

Nobody knows more about what is going on in the Sunshine State than the staff at FloridaHSFootball.com!

SCOREBOARD SHOW

**For specifications see advertising specifications page*

On Friday nights during the fall fans look for ways to catch up on their team's scores and other teams they are following from around the state. One of the best ways fans will do that is by listening to the FloridaHSFootball.com Scoreboard Show on Varsity Sports Network and over 40-plus radio stations in Florida from Pensacola to Key West! The Scoreboard Show runs for two-hours every Friday night during the fall tackle football season with the latest scores & media interviews from the biggest games each week.

SEGEMENT SPONSOR

SPONSORSHIP FEATURES	RATE PER SEASON
4 - :30 SECOND ADS* FOUR TOTAL ADS WILL BE PLAYED DURING THE SHOW	$7,500
LOGO DISPLAYED LOGO DISPLAYED ON INTRO & DISPLAYED DURING THE SHOW	
SOCIAL MEDIA PROMOTION 2 FACEBOOK PROMOS; 2 TWITTER PROMOS; 1 INSTAGRAM PROMO PER WEEK DURING SHOW SEASON	
LIVE READ ONE LIVE READ PER WEEK DURING THE SHOW	SIX (6) TOTAL SPONSORS
MEDIUM RECTANGLE AD* ONE 300PX x 250PX BANNER AD ON SCOREBOARD SHOW PAGE & RELATED PAGES	

FORMAT OF SCOREBOARD SHOW

- Two-hour program featuring six (6) segments of scores, news & highlights. Show runs for 15 weeks (late Aug-early Dec)

- Scores from all FHSAA eight classifications, plus the Sunshine State Athletic Conference

- Reports from FHSF Staff & Media from the biggest games across the entire state

- Distributed to 40+ radio stations & shown on LIVE TV on Varsity Sports Network channels all across Florida!

In 2017 we brought a scoreboard show back to the fans in the Sunshine State and saw tremendous success with it!

FloridaHSFootball.com

ABOUT JOSHUA WILSON
OWNER & PUBLISHER

Josh is a 2009 graduate of Flagler College, St. Augustine, Fla., with a B.A. Degree in Communication. Josh has been covering the high school football scene in different capacities since 2004 when he was a senior at Middleburg High School in Middleburg, Fla. In 2010 he officially launched the FloridaHSFootball.com website. Josh currently resides in Gainesville, Fla., and proudly serves on the FHSAA's Hall of Fame Screening Committee and is active in giving tackle & flag football the voices they deserve across the entire state through the FloridaHSFootball.com platform.

THE HOME OF HIGH SCHOOL FOOTBALL & GIRLS FLAG FOOTBALL IN FLORIDA!

ADVERTISING SPECIFICATIONS

We ask that all advertisers and sponsors follow these specifications when it comes to advertisements on FloridaHSFootball.com and Varsity Sports Network. Following these specifications will help ensure a smooth process in completing your advertisement or sponsorship request.

SUBMISSION FOR WEBSITE ADVERTISING

REQUIREMENTS FOR SUBMISSION

- **All files in RGB color mode**
- **Resolution of 72 DPI or higher**
- **All ads submitted in PDF, JPEG, PNG, or TIFF file formats**
- **All ads submitted in proper size specification as per advertising or sponsorship package**

SUBMISSION FOR TELEVISION/INTERNET ADVERTISING

REQUIREMENTS FOR SUBMISSION

- **Format for HD in 1920 x 1080 (1080i or 1080p)**
- **Saved in MP4 H.264 file format setting**

SUBMISSION FOR SOCIAL MEDIA ADVERTISING

REQUIREMENTS FOR SUBMISSION WITH FACEBOOK & INSTAGRAM

- **Must have a Facebook business page and/or an Instagram account. Not having either of these will result in rejection of advertising.**
- **Must include SPONSORED MESSAGE for each of your custom post**

REQUIREMENTS FOR SUBMISSION WITH TWITTER

- **Should have a Twitter account to connect to. Tweets must be 280 characters and include the hashtag #ad or #sponsored at the end of each tweet as part of the 280 characters.**
- **Must include SPONSORED MESSAGE for each of your custom tweets**

DEADLINES

All files must be in **THREE (3)** days prior to launch date. Please email all files to Joshua.Wilson@floridahsfootball.com

CONTACT US

FloridaHSFootball.com is proudly based out of Gainesville, Fla.

Varsity Sports Network is proudly based out of Tallahassee, Fla.

JOSHUA WILSON, OWNER/PUBLISHER, FLORIDAHSFOOTBALL.COM

HOW TO CONTACT JOSHUA

- **OFFICE: (904) 712-4735**
- **CELL: (904) 217-1153**
- **EMAIL: Joshua.Wilson@floridahsfootball.com**
- **WEBSITE: FloridaHSFootball.com**
- **Registered to do business in Florida as Florida HS Football, LLC**

BOBBY LATMORE, OWNER, VARSITY SPORTS NETWORK

HOW TO CONTACT BOBBY

- **OFFICE/CELL: (229) 421-4617**
- **EMAIL: VarsitySportsTV@gmail.com**
- **WEBSITE: VarsitySports.life**

MAILING ADDRESS

Florida HS Football, LLC
P.O. Box 141601
Gainesville, Fla. 32614-1601