



FLORIDAHSFOOTBALL.COM

2022-2024 MEDIA KIT
VALID THROUGH DECEMBER 31, 2024

MISSION

We seek to be the category leader in high school football and girls flag football in the state of Florida through our media, marketing, and special event efforts.

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 while also maintaining full year-round media credentials with the Florida High School Athletic Association (FHSAA).





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

FEATURED SPONSORS & PARTNERS



Florida Athletic Coaches Association

- Coaches Clinics
- Coverage of FACA State All-Star Events
- Promotion of FACA Services



Varsity Sports Network

- Media Day Tours
- Pre-Game Shows
- Scoreboard Shows
- Bracket Shows & More!



Florida High School 7v7 Association

- Promotion of FHS7VA Events & Services
- Promotion & Coverage of FHS7v7A State Tournament



FirstDown PlayBook

- Promotion of Services
- Content Promotion
- Florida Partner



Scores Powered By ScoreStream

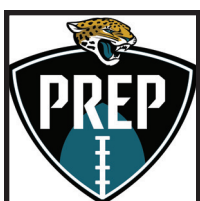
- Powers Live Scoreboards for Football & Flag Football since 2014
- Content Promotion



Baker's Sporting Goods

- Scoreboards Sponsor
- Promotion of Baker's Goods & Services
- Promotion of Media Day

OTHER PAST & PRESENT SPONSORS & PARTNERS





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.

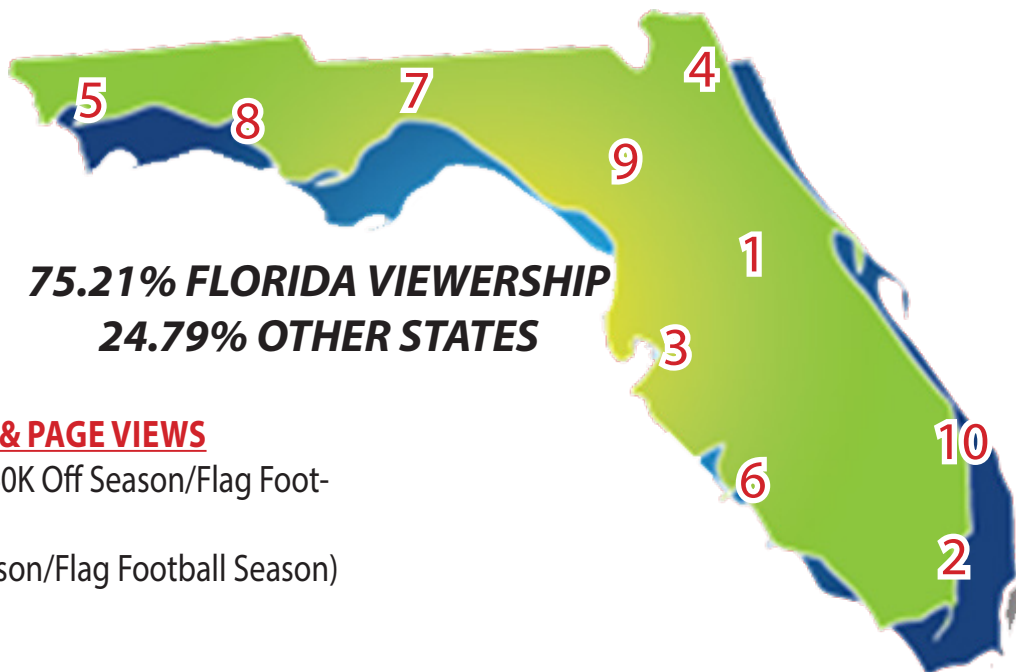
From student-athletes, teachers & school administrators to parents, grandparents & extended family, high school sports is one of the best platforms to reach people in all parts of Florida, not just a select few. These are the people we love!

THE NUMBERS

- 22,000,000+ 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.
- Nearly 50,000 student-athletes participated in Football or Flag Football in the 2020-21 school year.
- Florida has been 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



75.21% FLORIDA VIEWERSHIP
24.79% OTHER STATES

AVERAGE MONTHLY UNIQUES & PAGE VIEWS

- 70K - 100K Unique Visitors (20K-40K Off Season/Flag Football Season)
- 300K+ Page Views (125K Off Season/Flag Football Season)

VIEWERSHIP BY GENDER

- Male - 68%
- Female - 40%

VIEWERSHIP BY AGE GROUP

Viewership by Age Group

- 45-54 – 24%
- 35-44 – 25%
- 25-34 – 19%
- 55-64 – 13%
- 18-24 – 10%
- 65+ – 9%
- Under 18 – *Discontinued in 2020*

VIEWERSHIP WITH CHILDREN

- Has Kids – 51%
- No Kids – 49%

VIEWERSHIP WITH HOUSEHOLD INCOME

- \$50-100k – 33%
- \$0-50k – 31%
- \$100-150k – 20%
- \$150K+ – 16%

VIEWERSHIP WITH BY EDUCATION LEVEL

- College – 45%
- No College – 33%
- Grad School – 21%

TOP 10 VIEWERSHIP AREAS BY FLORIDA DMA

1. Orlando-Daytona Beach-Melbourne
2. Miami-Fort Lauderdale
3. Tampa-St. Petersburg
4. Jacksonville
5. Mobile (AL)-Pensacola-Fort Walton Beach
6. Fort Myers-Naples
7. Tallahassee-Thomasville (GA)
8. Panama City
9. Gainesville
10. West Palm Beach-Fort Pierce

NOTE: Washington DC, Atlanta, and Seattle-Tacoma has our 4th, 5th, and 7th highest viewership numbers respectively of any DMA in the United States.

Sources: Quantcast & Cordero (Server), Feb. 2022



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

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 | 58,200+ followers

Verified Twitter account



@FlaHSFootball | 9,100+ fans



@FlaHSFootball | 6,600+ fans



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 newsletters, 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.

All sitewide advertising requires 50% paid up front (non-refundable) on total based upon number of months purchased, with the remaining amount to be to paid based on terms set forth by FloridaHSFootball.com and the advertiser. See advertising specifications for more details about requirements for banner ads.



PREMIUM SITEWIDE ADVERTISING

TOP LEADERBOARD	12 MO.	3 MO.
728px x 90px*	\$500 mo.	\$550 mo.
320px x 50px (Mobile)*		
10 Spots - Above The Fold	Rate Per Month for term of contract	
BACKGROUND AD	12 MO.	3 MO.
1920px x 1080px*	\$750 mo.	\$800 mo.
1 Spot - All Pages	Rate Per Month for term of contract	
IN STORY AD	12 MO.	3 MO.
300px x 250px*	\$275 mo.	\$325 mo.
10 Spots - Inside Each Story	Rate Per Month for term of contract	

STANDARD SITEWIDE ADVERTISING

LARGE SKYSCRAPER	12 MO.	3 MO.
300px x 600px*	\$175 mo.	\$200 mo.
10 Spots - Above The Fold	Rate Per Month for term of contract	
MEDIUM RECTANGLE	12 MO.	3 MO.
300px x 250px*	\$150 mo.	\$175 mo.
30 Spots - Below The Fold	Rate Per Month for term of contract	
BOTTOM LEADERBOARD	12 MO.	3 MO.
728px x 90px*	\$150 mo.	\$175 mo.
10 Spots - Below The Fold	Rate Per Month for term of contract	

*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). Non-Peak Hours are Mornings & Afternoons until 6 PM ET. Peak Hours are from 6 PM until Mid-night ET.



TWITTER ADVERTISING

<u>THE FIVE PACKAGE</u>	<u>12 MO.</u>	<u>3 MO.</u>
Non-Peak Hours*	\$100 mo.	\$125 mo.
Peak Hours*	\$150 mo.	\$175 mo.
<i>5 custom tweets, 1 image/video Rate Per Month for term of contract</i>		
<u>THE TEN PACKAGE</u>	<u>12 MO.</u>	<u>3 MO.</u>
Non-Peak Hours*	\$200 mo.	\$250 mo.
Peak Hours*	\$300 mo.	\$350 mo.
<i>10 custom tweets, 1 image/video Rate Per Month for term of contract</i>		



FACEBOOK OR INSTAGRAM ADVERTISING

<u>THE FIVE PACKAGE</u>	<u>12 MO.</u>	<u>3 MO.</u>
Non-Peak Hours*	\$40 mo.	\$50 mo.
Peak Hours*	\$90 mo.	\$100 mo.
<i>5 custom posts, 1 image/video Rate Per Month for term of contract</i>		
<u>THE TEN PACKAGE</u>	<u>12 MO.</u>	<u>3 MO.</u>
Non-Peak Hours*	\$80 mo.	\$100 mo.
Peak Hours*	\$180 mo.	\$200 mo.
<i>10 custom posts, 1 image/video Rate Per Month for term of contract</i>		

***For specifications, see advertising specifications page**

****All Twitter advertising must include #AD or #SPONSORED hashtag in each**

*****All Facebook or Instagram advertising must have a Facebook business page to link paid sponsored spot or Instagram account to tag business or company in.**

TWITTER



FACEBOOK



INSTAGRAM





Scores 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. Scores provide fans and media outlets around the state a way of knowing who has bested who on the field in the Sunshine as the Scoreboard sponsor your brand will be front and center on all polls released by FloridaHSFootball.com across the state.

Scores are a core part that has made us very successful in the last decade at FloridaHSFootball.com during the season, our scoreboards are some of the most popular pages people visit either at games or at home!

TITLE SPONSOR PACKAGE

TOP LEADERBOARD

728px x 90px*

320px x 50px (Mobile)*

Appears on all pages

IN STORY AD

300px x 250px*

Appears on all pages

IN SCOREBOARD ADS

320px x 100px*

250px x 65px* (Logo Only)

Appears on all statewide scoreboards and scoreboard banners

RATE PER YEAR

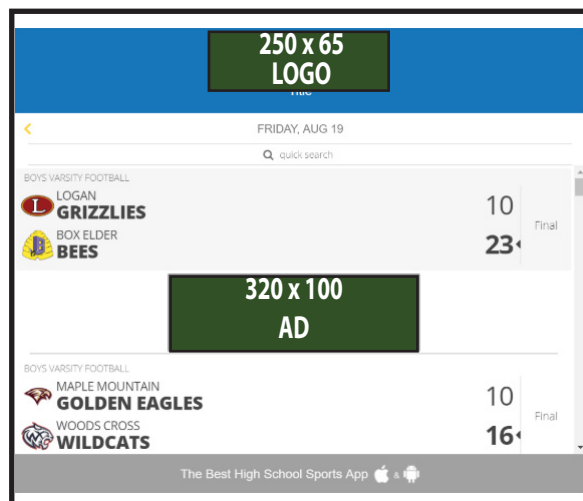
\$10,000

*For specifications, see advertising specifications page

BANNER SCOREBOARD



STANDARD SCOREBOARD



SCOREBOARDS BREAKDOWN

SCOREBOARDS (TACKLE & FLAG) BRANDING VISIBLE ON ALL SCOREBOARDS

- Sponsor of all football and flag football scoreboards (statewide & classification)

SOCIAL MEDIA PROMOTION & PODCAST PROMOTION

- Logo placed on images with social media updates.
- Mentions of brand on all social media platforms
- Mention of sponsorship on all of our podcasts



Rankings are one of other things 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 well as the results of those games. As the Rankings sponsor your brand will be front and center on all polls released by FloridaHSFootball.com across the state.

Rankings are a core part that has made us very successful in the last decade at FloridaHSFootball.com. During the season, the rankings get people talking about who is the best among over 600 teams in the Sunshine State that play football at the 11-man or 8-man levels.

TITLE SPONSOR PACKAGE

TOP LEADERBOARD

728px x 90px*

320px x 50px (Mobile)*

Appears on all pages

IN STORY AD

300px x 250px*

Appears on all pages

LARGE SKYSCRAPER

300px x 600px*

Appears on all Pages

RATE PER YEAR

\$5,000

*For specifications, see advertising specifications page



RANKINGS BREAKDOWN

RANKINGS FOR TACKLE FOOTBALL (FALL)

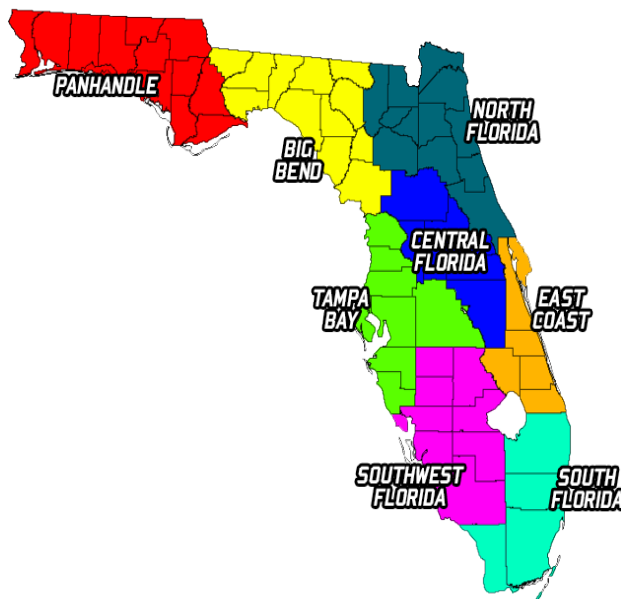
- 13 total polls (9 classification polls + Top 25)
 - Weekly Rankings (mid Aug-early Nov)
- Final Rankings (after championships mid-Dec)

RANKINGS FOR FLAG FOOTBALL (SPRING)

- 10 total polls (2 classification polls + Top 25)
 - Weekly Rankings (March-April)
- Final Rankings (after championships mid-May)

SOCIAL MEDIA PROMOTION & PODCAST PROMOTION

- Logo placed on images with social media updates.
- Mentions of brand on all social media platforms
- Mention of sponsorship on all of our podcasts



Something new that will launch in the summer of 2022 will be the new Regional Notebooks on FloridaHSFootball.com, providing topics of interest, news and notes, schedules, rankings, recaps and more on focused geographical basis each week during both the tackle and flag football seasons, and as well as during the offseason when there is news to report in each region like coaching changes, team news, and more!

TITLE SPONSOR PACKAGE

TOP LEADERBOARD

728px x 90px*

320px x 50px (Mobile)*

Appears on all pages

IN STORY AD

468px x 60px*

Appears on all pages associated with regional content at top and bottom

REGION LANDING PAGE & SCOREBOARD ADS

468px x 60px*

Appears on appears on landing page for region and scoreboard for region.

RATE PER YEAR PER REGION

\$7,500

8 Regions - 8 Sponsorships

NOTEBOOKS BREAKDOWN

ALL-REGION PRESEASON TEAM**

Recognizes the top players in the region before the season starts. Based on stats and recruiting.

ALL-REGION POSTSEASON TEAM**

Recognizes top players in the region for efforts on the field during the season. Recruiting will only account for a very small portion.

WEEKLY RANKINGS

Tackle Football (Aug-Dec) – Top 10/15

Flag Football (Mar-May) – Top 5

TOP GAMES OF THE WEEK

A look at the top games in the region with the weekly schedule of games

PODCAST MENTIONS

When a new podcast is produced, we will mention each region sponsor at least once during the podcast. Logo include in possible video version on YouTube.

SOCIAL MEDIA

We will tag all social media accounts belonging to the sponsor as a sponsor when content is posted. Must grant us access to tag you as sponsor on Facebook & Instagram, per Facebook & Instagram rules regarding sponsors.

LOGO ON FEATURED IMAGES

Sponsor logo will be placed on all featured images on stories & scoreboards for region on FloridaHSFootball.com

***For specifications, see advertising specifications page**

****For tackle football. Flag Football will be approached on a case-by-case basis**



FloridaHSFootball.com is home of the ONLY All-State Football teams to be released in the Sunshine State after each football season. The All-State Football teams are done for all nine FHSAA football classifications and they consist of the top athletes that performed on the field during the season. The All-State Football teams are typically released in February after each season after thorough research and are also sent in a release to all of the media outlets in the state for them to help us recognize these great athletes.

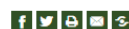
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2019 Class 4A All-State Football Teams

By Joshua Wilson - February 20, 2020



2019 CLASS 4A ALL-STATE FOOTBALL TEAMS



GAINESVILLE, Fla. (February 20, 2020) — Here are the 2019 Class 4A All-State Football Teams compiled by FloridaHSFootball.com. Publisher Joshua Wilson along with the consideration of coach's nominations and consultation of all-area/all-county teams as published by various media outlets from around the state. Stats, placements in all-area/all-county teams as well as schedule played by a respected school were all considered factors for the All-State Teams. Also, players from independent teams will be listed on the All-State for the classification they would have been placed in by the FHSAA based upon the 2018-2019 reclassification enrollment numbers.

SUPERLATIVES

OVERALL POY - Torrey Morrison, Jr., Miami Booker T. Washington
OFFENSIVE POY - Jacorey Brooks, Jr., Miami Booker T. Washington
DEFENSIVE POY - Donnell Harris Jr., Sr., Pinecrest Gulliver Prep
COACH OF THE YEAR - Matt Toblin, Jacksonville Bolles

FIRST TEAM OFFENSE

QB - Torrey Morrison, Jr., Miami Booker T. Washington
QB - Greg "Deuce" Spann II, Sr., St. Petersburg Lakewood
RB - Camiren Grant, Sr., Panama City North Bay Haven
RB - Caziiah Holmes, Sr., Cocoa
RB - Anston Hall Jr., Sr., Pinecrest Gulliver Prep
WR - Jacorey Brooks, Jr., Miami Booker T. Washington
WR - Karlus Hughes, Sr., Palatka
WR - Bernard Summerall, Sr., Miami Booker T. Washington
TE - Simon Brackin, Sr., Jacksonville Bolles
OL - Gerald Minney, Jr., Fort Lauderdale Cardinal Gibbons
OL - Marcus Tate, Jr., Fort Lauderdale NSU University School
OL - Jeremiah Jenkins, Sr., Miami Booker T. Washington
OL - Josh Sukey, Jr., Panama City North Bay Haven
OL - Richie Leonard, Sr., Cocoa
ATH - Zorian Stanton, Sr., Callahan West Nassau
UT - Mac Harris, Sr., The Villages
K - Nick King, Jr., Cocoa

FIRST TEAM DEFENSE

DL - Jeremiah Peters, Jr., Miami Booker T. Washington
DL - Andarius Wilson, Sr., St. Petersburg Lakewood
DL - Dajavon White, Jr., Cocoa
DL - Tramel Logan Jr., Sr., Miami Booker T. Washington
DL - Donnell Harris Jr., Sr., Pinecrest Gulliver Prep
LB - Cortez McKenzie, Jr., St. Petersburg Lakewood

Advertisement

1.30% APY

Open a high-yield Online Savings Account.

Learn More

Marcus: by Goldman Sachs

Goldman Sachs Bank USA Member FDIC

Advertisement

GET SOCIAL WITH US!

Facebook: 4,188 Fans

Twitter: 4,188 Followers

YouTube: 4,188 Subscribers

Advertisement

Microsoft Wireless Controller for Xbox - Sport Red

SEE PRICE IN CART

Shop Now

Stores now open safely

BEST BUY

© 2020 Best Buy

ON THE FORUMS NOW!

Which States Are Running Back Factories?

Blake HS Fire/Tampa Bay Bucs

Who Were the Top 5 Programs of This Decade?

How will schools respond?

The Miracle in Mississippi - 15 Laterals in 1 Play

Exciting HS Game Endings #5 Mosley vs Gulf Breeze

TITLE SPONSOR PACKAGE

TOP LEADERBOARD

728px x 90px*

320px x 50px (Mobile)*

Appears on all pages

IN STORY AD

300px x 250px*

Appears on all pages

SPONSOR MENTION

We will mention you as a the presenting sponsor of the All-State teams

Will appear on all releases of the the all-state teamst

RATE PER YEAR

\$6,000

8 Regions - 8 Sponsorships

All-State Football is a critical part of closing out each and every football season. To not have All-State Football would not feel complete. As such we are happy to provide the ONLY All-State Football teams in the Sunshine State!

***For specifications, see advertising specifications page**



2022 SCHEDULE SPONSOR

TOP LEADERBOARD

728px x 90px*

320px x 50px (Mobile)*

Appears on team schedule only

LOGOS

320px x 100px*

216px x 36px*

150px x 180px*

Appears on team schedule only

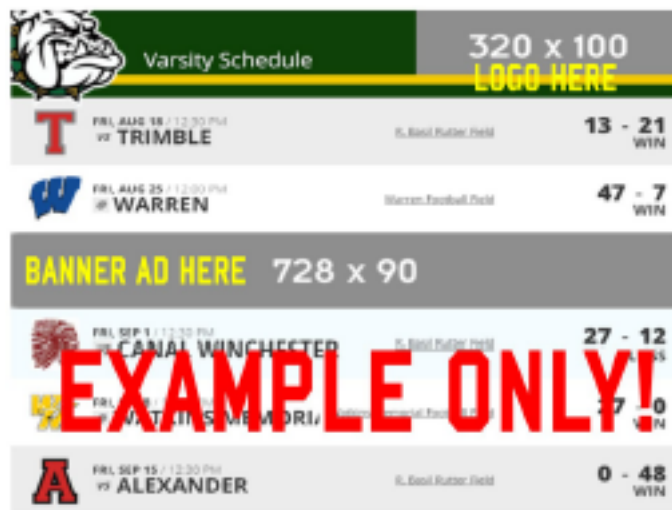
SOCIAL MEDIA MENTION

One social media mention when you sponsors a schedule that is posted or once a schedule is fully posted.

RATE PER TEAM SCHEDULE

\$50

***Contact Joshua Wilson at Joshua.Wilson@floridahsfootball.com for availability for a select school.*



Team Schedules are something that we take pride in. We want to make sure every team's schedule for the season is published and is accurate as possible on FloridaHSFootball.com. Started in the 2019 season and going forward, we are offering team schedule sponsorships for small businesses in the local area of a team to sponsor their schedule on FloridaHSFootball.com. During the season, these schedules will automatically update results of each game, providing a one stop shop for information about each and every game.

SPONSOR FEATURES

READ OUT

A 30-Second read for the advertiser/sponsor.

Advertiser/Sponsor must provide the script.

Logo could be included in possible video version of podcast on YouTube.

SOCIAL MEDIA MENTION

One social media mention when a podcast is shared via social media from FloridaHSFootball.com.

RATE PER PODCAST

\$30

***A minimum of five podcast reads must be purchased. All reads must be paid for upfront.*

The Florida High School Football Podcast will be available on iTunes, Google Play, Stitcher, Spotify, Anchor.fm and more!

2022-2024 MEDIA KIT



We ask that all advertisers and sponsors follow these specifications when it comes to advertisements on FloridaHSFootball.com. 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 with a resolution of 72 DPI or higher.
- All advertising submitted in PDF, JPEG, PNG, or TIFF file formats.
- All ads submitted in proper size specification as per advertising or sponsorship package.

SUBMISSION FOR PODCAST

REQUIREMENTS FOR SUBMISSION

- Word document (.doc, .docx) with fully typed out script of read(s).

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.
- All Images used must have a resolution of 72 DPI or higher.

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.
- All Images used must have a resolution of 72 DPI or higher.

SUBMISSION FOR WEBSITE ADVERTISING

DEADLINES: All files must be in THREE (3) DAYS prior to launch date. Please email all files to Joshua.Wilson@floridahsfootball.com. **CONTRACTS:** All advertising contracts are a minimum of THREE (3) MONTHS unless otherwise expressed by Florida HS Football, LLC. No exceptions.



FloridaHSFootball.com is proudly based in Gainesville, Florida one of the fastest growing and most vibrant cities in the state of Florida!

JOSHUA WILSON, OWNER & PUBLISHER

HOW TO CONTACT JOSHUA

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- EMAIL: joshua.wilson@floridahsfootball.com
- WEBSITE: FloridaHSFootball.com
- Registered to do business in Florida as Florida HS Football, LLC

MAILING ADDRESS

FLORIDA HS FOOTBALL, LLC
PO BOX 141601, GAINESVILLE, FL 32614-1601



FLORIDAHSFOOTBALL.COM



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