



2007-08 Advertising Packages

The premier high school sports and activities publication and web site are expanding once again for the 2007-08 school year. Beginning with the start of the new school year, our coverage area will include the entire state and we will add several new vehicles to reach students, parents, fans, high school and college coaches, athletic trainers, teachers, and school administrators from across the state. Student&Athlete's main advertising vehicles include:

Student&Athlete magazine: A weekly magazine covering all high school sports and activities in Metro Detroit. Issue is distributed electronically via email and website. Special supplements on selected topics, such as college guides and a guide for alternatives to college will also be available.

Health & Fitness magazine: A monthly magazine covering health, fitness and injury recovery and prevention for young athletes and their parents. Issue will be electronic only, distributed via email and website.

StudentandAthlete.com: Website will be updated daily and feature content from Student&Athlete magazine as well as serve as a portal for our readers to all high school sports and activities coverage from other publications and websites in Michigan.

Daily e-mail blasts: Daily emails will summarize and link to all new content on studentandathlete.com. Email distribution will include students, parents, other family members, high school coaches, high school and college athletic trainers, Michigan college coaches, teachers, and school administrators.

All these communication vehicles will be promoted heavily at each high school to ensure awareness. Below are some basic advertising packages that can be further customized to meet your needs:

Bronze package (\$250 per month)

- ◆ Full-page ad one issue per month in electronic version of Student&Athlete magazine
- ◆ Banner or in-column ad daily on inside page of StudentandAthlete.com
- ◆ Banner or in-column ad once a week in email blast.

Silver package (\$500 per month)

- ◆ Full-page ad two issues per month in electronic version of Student&Athlete magazine
- ◆ Banner or in-column ad daily on inside page of StudentandAthlete.com
- ◆ Banner or in-column ad once a week in email blast.

Gold package (\$1,000 per month)

- ◆ Full-page ad in all issues each month (typically four issues) in electronic version of Student&Athlete magazine
- ◆ Full-page ad in monthly electronic issue of Health & Fitness magazine or other speciality section, such as a college guide.
- ◆ Banner or in-column ad daily on front page of StudentandAthlete.com

Platinum package (\$2,000 per month)

- ◆ Two-page spread ads in all issues each month (typically four issues) in electronic version of Student&Athlete magazine.
- ◆ Two-page spread ad in monthly electronic issue of Health & Fitness magazine or other speciality section, such as a college guide.
- ◆ Banner or in-column ad daily on front page of StudentandAthlete.com and on select inside pages of targeted topics (for example, on football or hockey page)
- ◆ Banner or in-column ad seven times a week in email blast and customized email blasts to specific target groups such as coaches or school administrators.
- ◆ Banner or in-column ad seven times a week in email blast.
- ◆ This package includes ability to incorporate video into all electronic ads.

For more information, call Robert McClain at 248.514.5101 or email him at rmclain@studentandathlete.com