

Western Mass High School Sports

ACTION-PACKED COVERAGE

featuring athletes from 60 schools
and over 30 sports.



Reach a highly engaged audience of high school students, families and sports enthusiasts - generating over 19M page views on MassLive.com and reaching 220,900 readers of The Republican.¹

Be a part of the rivalry with an **Exclusive Sponsorship of Western Massachusetts' #1 news source for high school sports.**

SPONSORSHIP BENEFITS INCLUDE*:

Seasonal Sponsorship

Display Ads on MassLive

Banner Message on MassLive

Video Bumper Ad with logo on MassLive

Facebook Live call outs by MassLive reporters

Scoreboard Title Sponsor in the daily and Sunday Republican

Scoreboard Sports Calendar Anchor Ad in the daily and Sunday Republican

Athlete of the Week Presenting Sponsor of awards event, winner announcements on MassLive

TOTAL
PACKAGE VALUE:

\$43,750

YOU PAY ONLY

\$15,000

(OVER 65% SAVINGS)

MASS LIVE

The Republican.

Sources: Circulation; Alliance for Media Audit Quarterly Report ended 6/30/16. Readership; Scarborough Market Research, Spring 2015. Online Audience, Burt Analytics 2016-17 HS Sports season. *Each sponsorship season is 15 weeks (Fall, Winter, Spring). Sponsorships are sold as SOV campaigns limited to 2 advertisers: includes category exclusivity. Sponsorship benefits include shared minimum reach of: Display Ads - 5M impressions (Leaderboard/Rectangle), Banner Message - 330k impressions (hyperlinked tagline), Video Bumper Ad - 21k views (logo), Facebook Live - 3.3k views (sponsor callout), Scoreboard Title Sponsor - 220,900 readers (logo with tagline), Scoreboard Sports Calendar Anchor Ad - 220,900 readers (full color), Presenting Sponsor - 45k impressions. Digital - over 50% off open rate. Print - 75% off open rate.