

MASS LIVE

PRO FOOTBALL U PICK'EM CHALLENGE

LOOKING TO GET IN ON THE ACTION? MassLive's Pro Football U Pick'em Challenge gets you in front of fans every week of the NFL season as they pick for the winner of every game. Weekly winners and a Survivor Round gives players multiple ways to interact with content throughout the entire pro football season.

Last year MassLive.com's Pro Football Season
Coverage of the Patriots and the NFL reached

10.7 MILLION VIEWS!



GET INTO THE ACTION!

CONTACT US TODAY | 800-246-0855 | MASSLIVEMEDIA.COM

PRO FOOTBALL U PICK'EM CAMPAIGN

SEPTEMBER-JANUARY

TITLE SPONSOR **\$25,000**

- Name of company included in title of competition – “Pro Football U Pick’Em Challenge Presented By _” used on all contest pages and promotional materials, including 150,000 guaranteed weekly display ad impressions on masslive.com
- Email list of all registrants who opt-in provided to you after contest
- Inclusion of logo as title sponsor on half page full color print ad in The Republican
- Title sponsor will provide a grand prize for the local challenge winner
- 6 VIP picker spots, with person and company name listed on ‘Welcome Page’ of contest for all entrants to see
- Company logo and Title Sponsor status listed on all promotional materials leading up to and during contest
- Option to include registrant sign up option of your choice; email list of those that sign up to be sent to you for use
- Rotation of all impressions with other presenting sponsors for leaderboard and half page ads on contest page
- Company logo and Title Sponsor status listed on all emails, including;
 - 2 MassLive Real Deals promotional emails before the event sent to 100,000 subscribers
 - Welcome email list sent to all contest registrants
 - Reminder emails sent at the beginning of each week for the duration of the challenge
 - All user invitation emails that go out to invitees to both private and public groups
- ‘Welcome Page’ ad space that will include “Register Here” button, and link to registration page (300x250)
- Top fixed image position on top of the contest page, including webpage, mobile, and tablet sizes
- Option to have market research question of your choice included in registration form

SUPPORTING SPONSOR \$10,000
4 POSITIONS AVAILABLE, INDUSTRY EXCLUSIVE

- Rotation of all impressions with other presenting sponsors for leaderboard and half page ads on contest page
- 5 VIP Picker spots, with person and company name listed on 'Welcome Page' of contest for all entrants to see
- Inclusion of logo as supporting sponsor on half page full color print ad in The Republican
- Each sponsor to provide local prize to second chance pool winner for one of the two randomly drawn prize pool winners. Prize positions between second chance and random winners are first come first serve
- Company logo and Supporting Sponsor status listed on all emails, including:
 - 2 MassLive Real Deals promotional emails before the event
 - Logo inclusion in 150,000 monthly impressions promoting the challenge
 - Welcome email list sent to all contest registrants
 - All user invitation emails that go out to invitees to both private and public groups
 - Reminder emails sent at the beginning of each week for the duration of the challenge