



## MASS LIVE ATHLETE ★★ OF THE WEEK ★★

**AN ACTION-PACKED SERIES**  
promoting top high school athletic  
talent in the local community.

### How it works:

Each week MassLive announces nominees for a shot at the title of “Athlete of the Week”. Teammates, rival schools and the community can vote for their number one pick who will receive a special feature on MassLive. The program covers the high school sports seasons running September-June. Each season the winners and their families are invited to a celebration where awards are given to each athlete.

### GET IN ON THE ACTION!

#### Sponsor Athlete of the Week to:

**REACH** an audience of high school sports enthusiasts which averages over 1.5 million monthly page views<sup>1</sup> and receive sponsor recognition in social media posts, articles, and promo ads.

**ENGAGE** with high school sports fanatics through the voting rounds reaching up to 26,000 votes per week<sup>2</sup>.

**CONNECT** with the community and join us in honoring local students for their great achievements.

**EXTEND** your brand message in display ads by getting in front of a diverse crowd of students, fans, and families.

For more information, contact your local Digital Media Strategist or email [masslivesales@masslive.com](mailto:masslivesales@masslive.com).

**MASS LIVE**  
**MEDIA**  
[www.masslivemedia.com](http://www.masslivemedia.com)

\*Sponsorships are sold as SOV campaigns limited to 4 advertisers: includes category exclusivity and 50,000 high school sports section bonus impressions.

1. Burt Analytics, November 2016 2. Burt Analytics, November 2016

